Parallels® Plesk Sitebuilder

Plesk Sitebuilder 4.5 for Linux/Unix Wizard User's Guide

Revision 1.0

Parallels™

Copyright Notice

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Parallels

660 SW 39th Street

Suite 205

Renton, Washington 98057

USA

Phone: +1 (425) 282 6400

Fax: +1 (425) 282 6444

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Preface

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About Parallels Plesk Sitebuilder

Parallels Plesk Sitebuilder consists of two parts: the Wizard and the Administrator Panel.

With Plesk Sitebuilder Wizard, you can create sites by simply choosing the design preset you like and adding text and images. Then you can add picture galleries, blogs and online stores in a few clicks. You do not need to know any markup or scripting languages to have a site.

The Administrator Panel is a tool for managing and maintaining web sites created in the Wizard.

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What's New in This Version

Plesk Sitebuilder 4.5 offers the following new features:

- **Site Map module**. Allows you to display a clickable hierarchical model of your site structure to visitors
- **Removing design template from pages**. You can now remove design template's layout and graphics from the desired pages.
- **External Page module**. Allows you to link site menu items to external web sites.
- **Save button**. A handy way to save changes you make while working on your site.
- **Counter settings are moved to the Wizard**. You can now enable a counter on your site at the Pages step of the Wizard, which previously required going to the Administrator Panel.
- **Site visitor management is moved to the Wizard**. You can now manage your registered visitors through the **Registration** module editor at the Edit step of the Wizard, which previously required going to the Administrator Panel.
- **Updated WYSIWYG editor** to fix a series of issues.

About This Guide

This guide instructs you how to create and publish sites on the Internet using Plesk Sitebuilder Wizard.

This guide covers the following steps of creating and publishing your site:

1. Choosing the type of site to be created (see page 18)
2. Creating site design (see page 19)
3. Creating and editing site structure (see page 28)
4. Creating and editing site content (see page 39)
5. Publishing site on the Internet (see page 164)

Who Should Read This Guide

The target audience of this guide is regular users of Plesk Sitebuilder as well as guests, who are working with Plesk Sitebuilder in the guest mode, creating trial sites without publishing them on the Internet.

Typographical Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

The following kinds of formatting in the text identify special information.

Formatting convention	Type of information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the **Content** tab.
	Titles of chapters, sections, and subsections.	Read the **Creating Site Design** chapter.
Italics	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	*Block modules*. These modules do not require dedicated site pages...
`Monospace`	URLs, names of commands, files, and directories.	Go to `http://hostname/Wizard`.
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT
KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

Feedback

If you have found a mistake in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback using the online form at http://www.parallels.com/en/support/usersdoc/. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

CHAPTER 1

Getting Started with Plesk Sitebuilder Wizard

This chapter describes your first steps with Plesk Sitebuilder Wizard.

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Overview of Main Steps to Create Site

As a rule, the process of creating a web site includes three main stages: planning, implementation, and web site updating or maintenance.

Planning: The first and most essential stage in any project is planning. Before starting with Plesk Sitebuilder, think about the purpose of your web site and its target audience. After this, decide where your web site will be stored, or, in Internet terminology, hosted. This stage is beyond the scope of this document. Since Plesk Sitebuilder is often provided in a bundle with a web hosting package, we assume that you already have a web space for publishing your site. Then, you create a detailed structure of your future web site and prepare its contents, including text information and graphics. The planning stage is extremely important because it eventually determines the usefulness of your web site.

Implementation: The next stage is the implementation of your web site. The five-step Plesk Sitebuilder Wizard takes you through the entire process of creating your site, from initial design to publishing and maintenance. The following is an overview of the main steps required to create a web site using Plesk Sitebuilder:

1. To create a web site, open Plesk Sitebuilder Wizard. You can start working with the Wizard anonymously, without supplying login and password.
2. Complete the first four Wizard steps (choose the site type, select the design, create the site structure, add web site content including text, graphics and site modules and provide extra information for search engines).
3. Go to the **Publish** step and start the publishing process. If you do not have a Plesk Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you register and buy hosting for your site. Once you are done with this, you can log in to Plesk Sitebuilder and assign your trial site to your account, thus making it possible to permanently publish your site on the Internet.

Maintenance: When you complete the above steps, your site becomes available for visitors. It is critical to keep your site content fresh because this is a good way to show your attitude to customers and services. Therefore, we recommend to update your site on a regular basis. All you need to do is to log in to the Plesk Sitebuilder Administrator Panel, edit the site content in Plesk Sitebuilder Wizard, and click **Publish**. Sitebuilder will automatically transfer the updated content to your hosting location.

For detailed instructions on what to do on every step of creating your site, see the chapters below.

Logging In to Plesk Sitebuilder

The Plesk Sitebuilder Wizard access procedure is different for different user roles. Below we describe the login process for site owners and anonymous users. The Plesk Sitebuilder administrator and resellers access Plesk Sitebuilder Wizard from their Administrator Panels.

➢ ***To log in to Plesk Sitebuilder Wizard using your site owner account:***

1 Open your Internet browser.

2 Enter the URL you have received from your Plesk Sitebuilder provider into the address bar of your browser and press ENTER.

For example, `http://sitebuilder/login`

where '`sitebuilder`' is the domain name of the server where Plesk Sitebuilder is installed.

3 Enter you user name and password, select the interface language and click **Log in**.

If prior to gaining a Plesk Sitebuilder account you have created a trial site in Plesk Sitebuilder Wizard (on the same computer that you are logging in from), you will be prompted to assign the site to your account and thus upgrade it to regular. You can skip this step and register your trial site later, but note that it may be deleted by your Plesk Sitebuilder provider or automatically destroyed after the expiration date.

Plesk Sitebuilder Wizard opens on the **Start** page, from which you can start creating your first site. You can proceed to your Administrator Panel by clicking the **Go to Admin Panel** shortcut at the top of the screen.

➢ ***To access Plesk Sitebuilder Wizard as an anonymous user (in demo mode):***

1 Open your Internet browser.

2 Enter the URL to Plesk Sitebuilder demo version into the address bar of your browser and press ENTER.

For example, `http://sitebuilder/Wizard`

where '`sitebuilder`' is the domain name of the server where Plesk Sitebuilder is installed.

The link may be distributed by a Plesk Sitebuilder provider, or obtained otherwise.

3 Select the language of Plesk Sitebuilder interface from the **Interface language** list.

The Plesk Sitebuilder Wizard opens on the **Overview** page, which provides access to all five steps of the Wizard.

Learning Plesk Sitebuilder Wizard Interface

In Plesk Sitebuilder, a site is created in five steps. Each step has its own working and navigation principles, which will be covered in respective sections further in this guide. Here we will outline the general principles of working with the Plesk Sitebuilder Wizard interface, and enumerate elements present on all Plesk Sitebuilder screens.

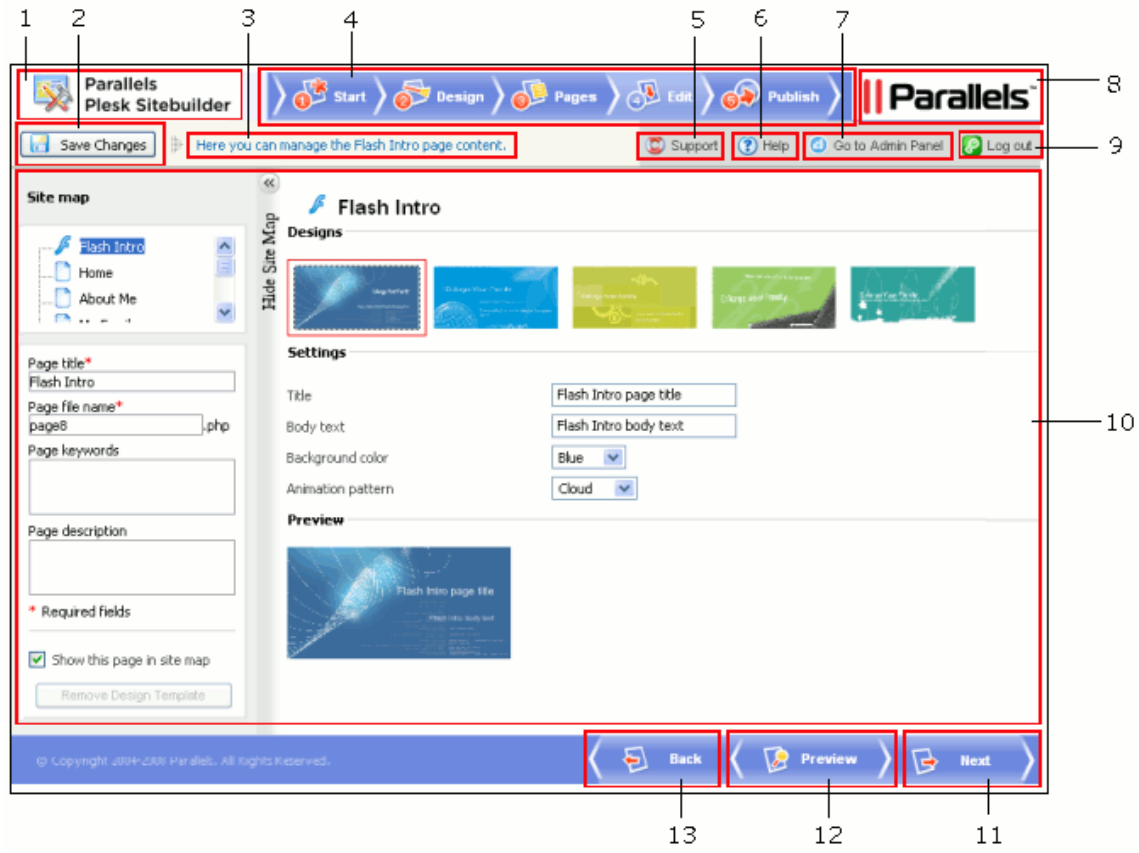

Figure 1: Plesk Sitebuilder Wizard Interface

Every Plesk Sitebuilder Wizard window contains the following elements:

1 **Plesk Sitebuilder logo** linked to the Sitebuilder page on the official Parallels web site. This image can be customized by your Plesk Sitebuilder provider.

2 **Save Changes** button used for saving the results of actions performed on the page. If no changes have been applied, the button is inactive. This button is also disabled when editing the content of page modules on step **Edit**, since modules have their own dialogs for saving changes.

3 **Top help string**, which provides short instructions about the operations you can perform on the current page and displays the result of your last action.

4 Shortcuts used to switch between the five **Wizard steps**. The step you are currently on is highlighted in color.

5 **Support** button, which, by default, opens Plesk Sitebuilder Online Server Support screen on the official Parallels web site, where you can fill in the form to request the help of Parallels technical support team. This link can be customized by your Plesk Sitebuilder provider.

6 **Help** button opens the context-sensitive online help on the corresponding page.

7 **Go to Admin Panel** shortcut takes you to your Plesk Sitebuilder Administrator Panel.

8 **Parallels logotype image** linked to Parallels web site.

9 **Log out** button finishes your current session with Plesk Sitebuilder.

Note: The **Go to Admin Panel** and **Log out** buttons are not displayed to anonymous users. Instead of the **Log out** button, they see a shortcut **Already a registered user? Log in here..**

10 **Work area**, where the interface options available on the current step of the Wizard are displayed.

11 **Back** button, which enables you to get to the previous step of the Wizard (you can also return to the previous step using the top navigation bar).

12 **Preview** button, which allows you to preview the site at any stage of its creation.

13 **Next** button, which switches you to the next step of creating your site (you can also click the next tab in the top navigation bar).

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Working with Lists

When setting up page or block modules on the **Edit** step of Plesk Sitebuilder Wizard, you will see lists of various system objects (blog posts, online store orders, etc.).

In such a list, each object record is a table row displaying the object name and the relevant parameters of the object (for example, for each forum topic, the author of the topic, the category the topic belongs to, the date of last the update, and the number of replies to the topic are displayed). Above and below each list, the total number of items contained in the list is displayed. Below the list, you can adjust the number of items to be displayed per page (**5**, **10**, **25**, or **100**). In multi-page lists, you can navigate between the pages by clicking the page number shortcuts above and below the list. To go to the first/last page of the list, click **First Page** or **Last Page**, accordingly.

In lengthy lists, you can find items using the search function, or sort items by certain parameters. To find an item, type a search criterion into the input box above the list, and click **Search**. The list will show the items matching the search criterion. To return to the full list of items, click **Show All**.

Figure 2: Searching for Objects

To sort list items by a certain parameter in ascending or descending order, click the parameter's title in the column heading. The order of sorting will be indicated by a small triangle displayed next to the parameter's title.

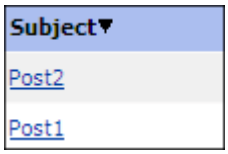

Figure 3: Sorting Objects

In some lists, you can filter items by a certain attribute by selecting one of them from the drop-down list (for example, on the **Orders** tab of your **eShop** page, you can filter out orders of certain status: **New**, **Paid**, **Processed**, **Backorder**, **Completed**, **Cancelled**, **Failed**, or **Any**).

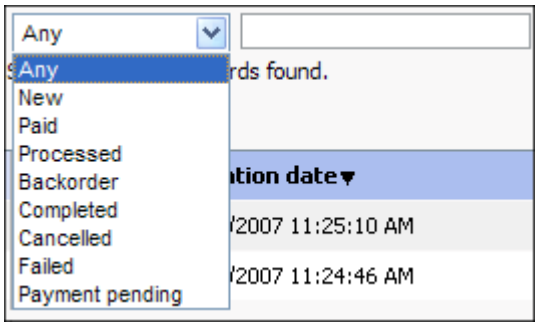

Figure 4: Filtering Objects

Note: All the above described principles also apply to the list of design template categories on the **Design** step of the Wizard. For information on using these options on the **Design** step, read section **Creating Site Design** (on page 19).

To choose a list object for further operation, select the check box to the left of the object's name.

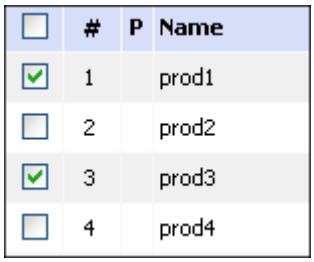

Figure 5: Selecting Particular Objects in a List

To choose all objects in the list, select the check box at the head of the column.

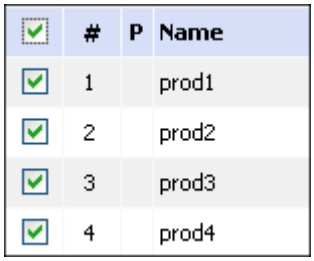

Figure 6: Selecting All List Objects at Once

To perform operations with certain objects in a list, select the required objects and click an operation shortcut above the list (for example, **Activate**, **Deactivate**, **Remove Selected**, etc.).

In the list of guestbook messages, the status of a message is indicated by icon in the **Status** (**S**) column (not archived or archived).

In most lists, individual operation shortcuts are displayed for each item. For example, for each product category on the **Categories** tab on the **eShop** page, there are arrows (and) used to change the order in which the categories are displayed on the site page; and the **Edit** icon used to open the categories in editing mode.

In most lists, you can configure or edit a list object by:

- Clicking the object name, if it is clickable (for example, the post names on the **Content** tab of the **Blog** page)
- Clicking the **Edit** icon for this object in the list (for example, for a product on the **Products** tab of the **eShop** page)

In some lists, you will also see shortcuts to managing the objects' dependent items - such as the **View/Edit Comments** shortcut for each blog post on the **Content** tab of the **Blog** page.

In most object lists in the Wizard, you will find default objects created for your convenience, which you can delete or reuse at a later stage.

Starting to Work with Plesk Sitebuilder Wizard

The **Overview** page provides quick access to and contains short description of each of the five steps required for creating a site in Plesk Sitebuilder.

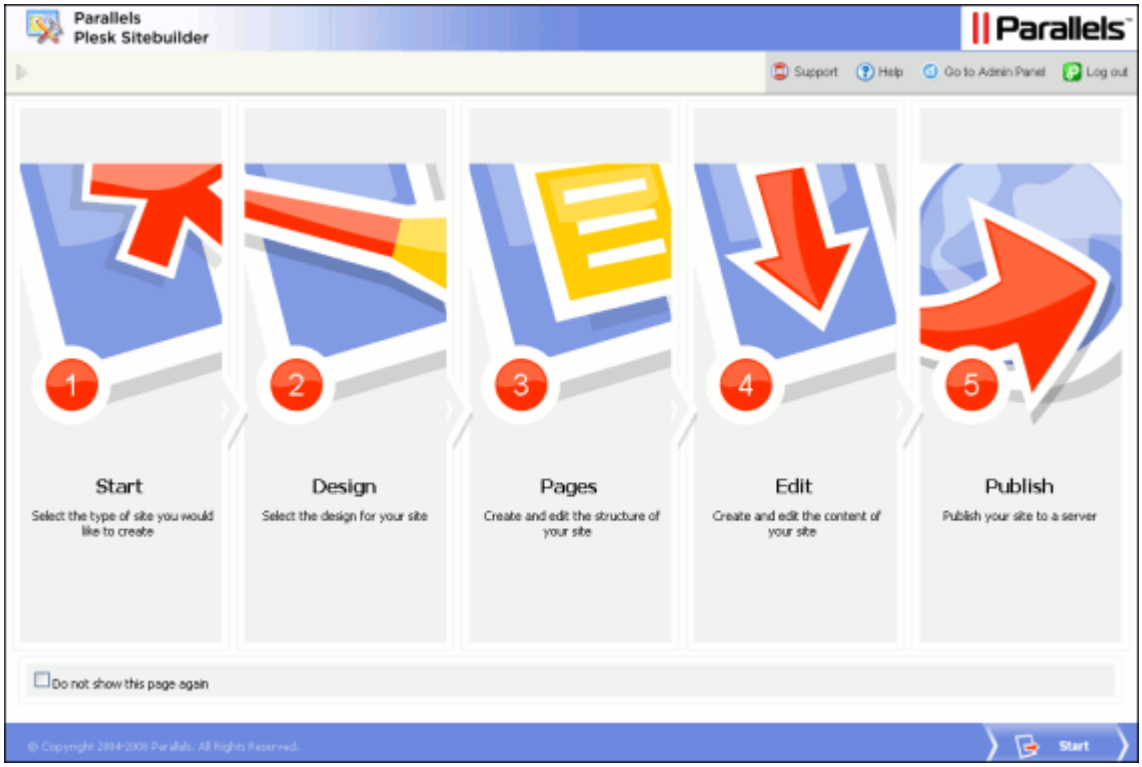

Figure 7: Plesk Sitebuilder Wizard Overview Page

The five Plesk Sitebuilder Wizard steps are as follows:

1 **Start**. On this step, you choose whether to create a site from scratch or create a site using one of the proposed site templates (site-blog, site-photo gallery, etc.).

2 **Design**. On this step, you configure your site layout, color scheme, menu style, logo and banner, as well as set up text elements appeared at the background of your site, such as the title phrase and the copyright notice.

3 **Pages**. On this step, you configure the structure of your site and arrange the pages hierarchy in the site map.

4 **Edit**. On this step, you create and edit the content of your site pages.

5 **Publish**. On this step, you publish your site on the Internet.

For anonymous users, on the **Overview** page, the **Interface language** box is displayed allowing to select the language of the Wizard interface.

To start creating your site, click **Start** at the bottom of the screen.

Getting Help

If you encounter a problem while using Plesk Sitebuilder, there are several resources available to help you troubleshoot the problem:

- Use on-screen context-sensitive help.

  At the bottom of the navigation pane, you can find short instructions on the operations that are available on the current page.

- Refer to our **knowledge base** (http://kb.parallels.com/en/products/sitebuilderlinux).

  The knowledge base provides solutions to the most common problems with Plesk Sitebuilder.

- Go to our **forum** (http://forum.swsoft.com/forumdisplay.php?s=f2b895fc3636e705ec9b9a85ef81f040&forumid=99).

  Here all users can post questions, exchange ideas, and troubleshoot issues not described in the knowledge base. Note that Parallels does not provide official support through this forum.

- Contact technical support.

  If you have any problems or questions that are not covered in the user documentation or knowledge base, you can click **Support** located on the navigation pane and submit your problem to your technical support representative.

CHAPTER 2

Choosing Type of Created Site

The first step of creating site with Plesk Sitebuilder is to choose whether you want to start creating your site from scratch or use one of proposed site templates (the so-called site families). By default, there are two site templates available - blog and image gallery, but the Plesk Sitebuilder administrator can extend this list by creating custom site templates and including them in your service plan.

To choose the type of the created site, go to the **Start** step and click the required site family to select it.

The **Start** page looks as follows:

Figure 8: Step 1. Choosing the Site Type

The chosen site family is indicated with the ✓ sign.

Having selected a site family, click **Next** at the bottom of the screen to proceed to configuring the design of your site.

If you fail to select a certain site family (and you see it in the list as grayed out), contact your Plesk Sitebuilder administrator for assistance.

Creating Site Design

In Plesk Sitebuilder, you can build the graphic design of your site by combining the provided presets with your custom design elements which you can upload to Sitebuilder. Plesk Sitebuilder offers design presets of several types, including: design templates, color schemes, page banners and site menu styles. You can personalize your design by uploading a custom page banner and logo. Besides uploading your own banner and logo, you can specify the title, subtitle and footer message for your site. In this chapter you will find a step-by-step instruction on creating your site design in Plesk Sitebuilder.

The Plesk Sitebuilder **Design** step screen looks as follows.

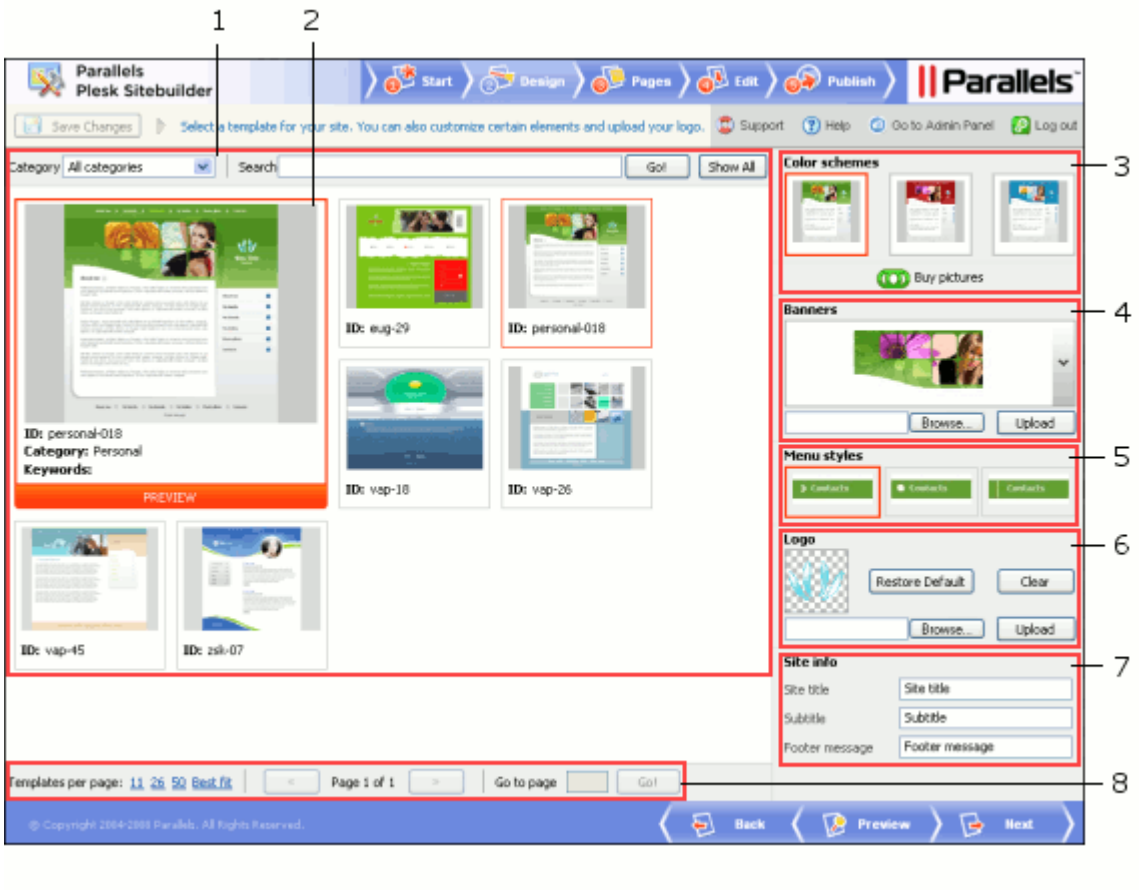

Figure 9: Step 2. Creating Site Design

The work area of the screen contains the following elements:

1 **Design template selection** area, which provides the functions facilitating **the choice of a site design template** (see page 21). When you choose to display **All categories**, this area shows all available design templates.

2 **Design template preview** window displaying the currently selected template. Click this window for full-size preview of the template. The chosen design template, color scheme and menu style are shown in red frames in the corresponding areas of the screen.

3 **Color schemes** area, where you can **choose the colors for your site** (see page 23).

4 **Banners** area enabling you to **select or upload a banner for your site** (see page 23).

5 **Menu styles** area, where you can **choose the appearance of the site menu** (see page 24).

6 **Logo** area enabling you to **upload your custom logo** (see page 25).

7 **Site info** area where you can **provide the information to be displayed in the header and footer of your site pages** (see page 25).

8 The design template list navigation area.

Read this chapter to learn how to use these options to create your site design.

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Removing Design Template from Page 22
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Selecting Banner 23
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Selecting Design Template for Site

On this step, you choose the general graphic and layout concept of the site page - the site *design template*. For more convenience, design templates are grouped into *categories* which correspond to the most frequently encountered site types. Your choice of the design template defines the choice of available color schemes, menu styles and page banners further on this step.

The list of available site design templates is determined by your service plan.

➢ ***To select a design template for your site:***

1 On the **Design** step, select a template category from the **Category** list.

The default design template which goes with the category is displayed in the main design preview window; the alternative ones - in smaller windows beside the main window.

2 Click a design template to select it.

The selected template appears in the main design preview window. By selecting a design template you can view the color schemes, menu styles and page banners which go with it in the respective areas of the page.

Each design template has a unique alphanumeric code (for example, (*vap-26*, *eug-29*, etc.) by which you can identify it in Plesk Sitebuilder.

To choose a design template on pure aesthetic grounds (not by category), select **All Categories** from the **Category** list to display all available templates, and then click the desired template to select it.

For some tips on working with the list of design templates, see section **Working with Lists** (on page 14).

If necessary, you can **remove the design template** (see page 22) from selected standard (HTML) pages of your site at a later stage.

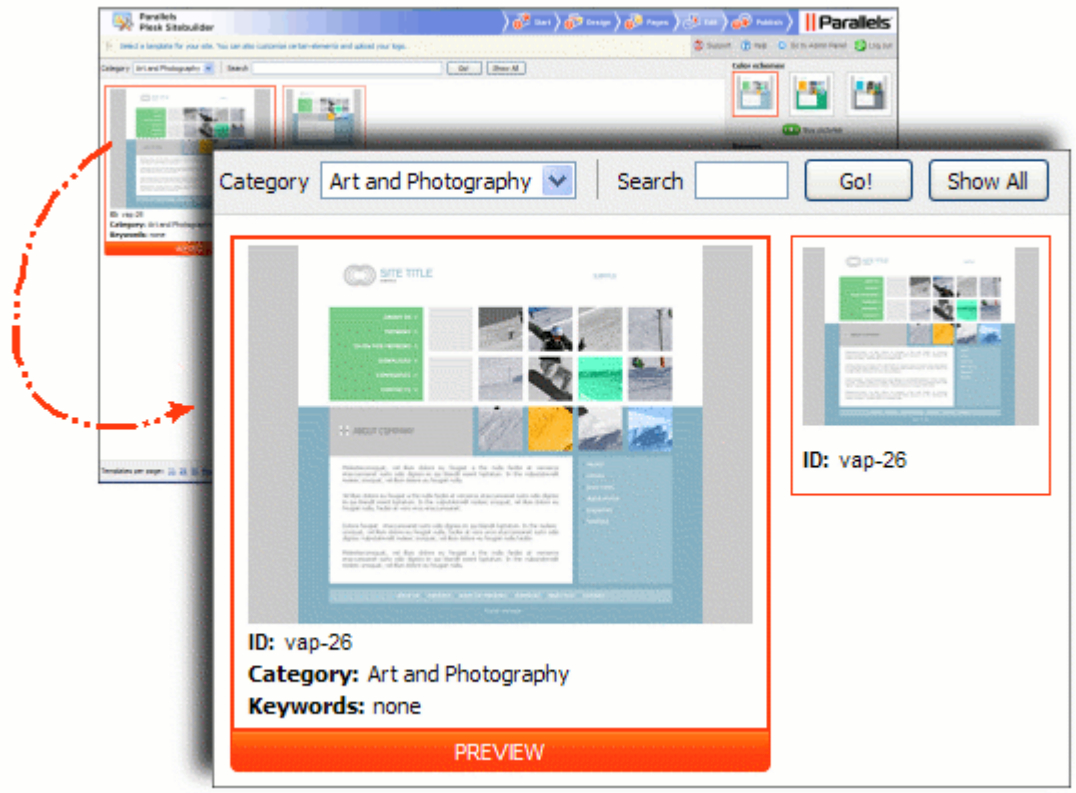

Figure 10: Selecting a Design Template

Removing Design Template from Page

All pages of your Plesk Sitebuilder site are built on the basis of a design template - the one which you have applied on the **Design** step and which includes pre-configured page graphics and layout. You can remove these elements from any common (standard) page (indicated by the icon in the site map), turning it into a plain page with no design.

To remove the design template from a page, go to the **Edit** step, select the page in the **Site map** area and click **Remove Design Template**.

At any moment later you can get the page design back by clicking **Restore Design Template**.

You cannot remove the design template from special pages (modules).

Selecting Color Scheme

For each design template, a number of color schemes are available. No custom color schemes can be uploaded to Plesk Sitebuilder.

To select color scheme for your site, on the **Design** step, click the thumbnail image you like in the **Color schemes** section.

The chosen color scheme is applied to the design template, and the results are displayed on the design template preview.

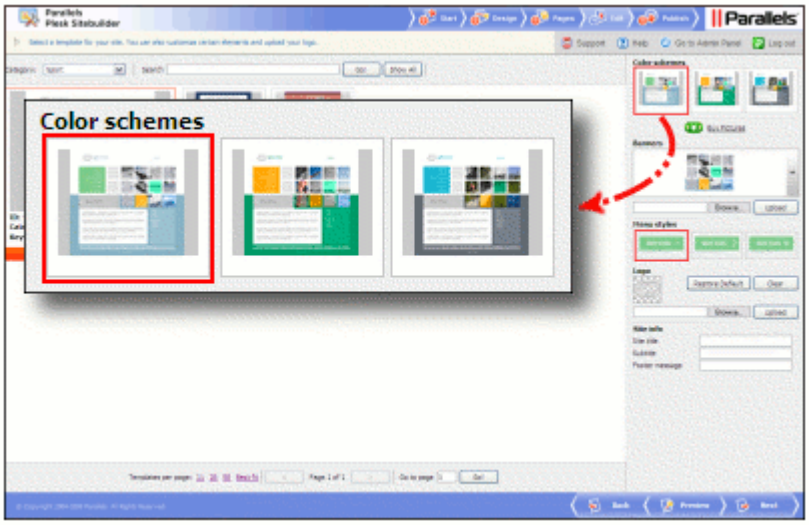

Figure 11: Selecting a Color Scheme

Selecting Banner

In Plesk Sitebuilder, a *banner* is a large image of rectangular shape which serves as a central element of the page layout. Each design template offers a choice of available banners.

➢ ***To select a banner:***

1. On the **Design** step, in the **Banners** area, click the downward arrow to expand the list of available banners.
2. Select the banner you like.

The chosen banner is displayed it in the main design preview window.

You can also upload a custom banner for your site. The maximum allowed dimensions of a banner vary depending on the selected template. To find out the maximum banner size for a particular template, try uploading an image bigger than 1024x350 px - you will see a warning message containing the maximum banner dimensions for the current template.

The supported file formats are *.jpg, *.bmp, *.gif, and *.png.

➢ ***To upload a new banner:***

1 On the **Design** step, click **Browse** in the **Banners** area.
2 In the **Browse** window, navigate to the image file you want to upload.
3 Click **Open** in the **Browse** window.
4 Click **Upload** in the **Banners** area.

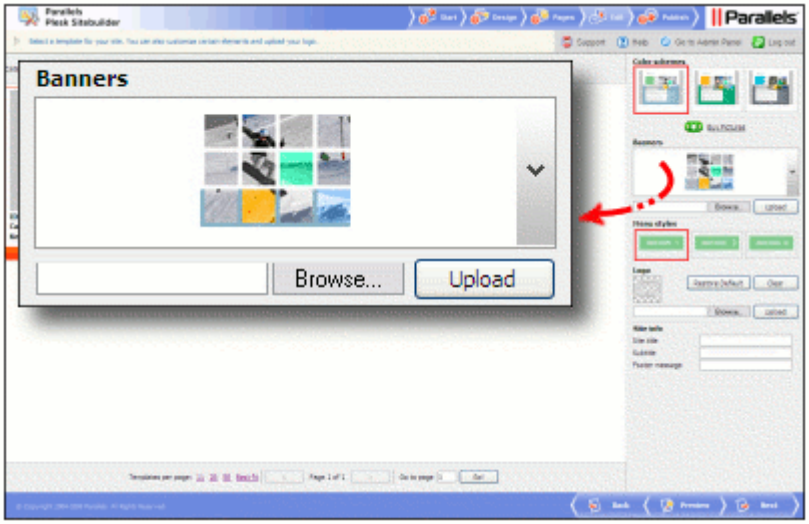

Figure 12: Selecting or Uploading a Banner

Selecting Menu Style

Menu style defines the visual appearance of the menu items on your site.

To select the menu style, on the **Design** step, choose the preferable style in the **Menu styles** area.

For each design template, there are a number of menu styles to choose from.

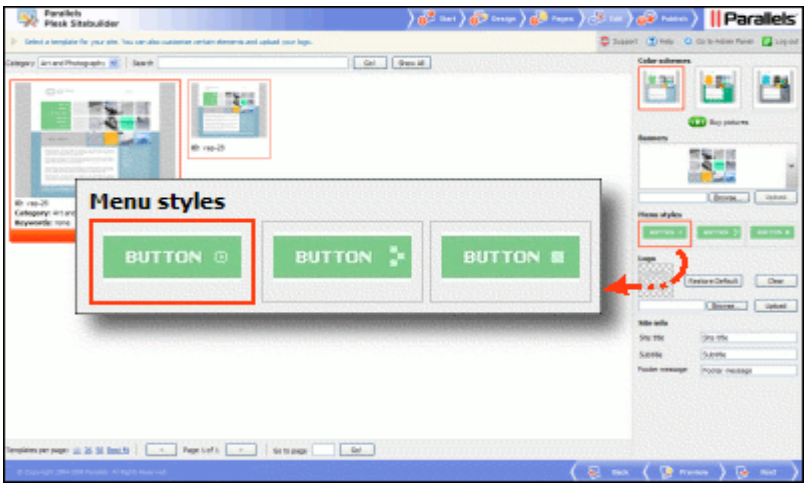

Figure 13: Selecting a Menu Style

Uploading Logo

In Plesk Sitebuilder, a logo is a small image displayed at the top of each page, within the page banner. The maximum size of logo image is 320x320 px; the supported file formats are *.bmp, *.gif, *.jpg, *.png.

➢ ***To upload a custom logo:***

1 On the **Design** step, click **Browse** in the **Logo** area.

2 In the **Browse** window, navigate to the image file you want to upload.

3 Click **Open** in the **Browse** window.

4 Click **Upload** in the **Logo** area.

For each template, Plesk Sitebuilder provides its own default logo image. To restore this logo, click **Restore Default**.

To remove logo from your site design, click **Clear**.

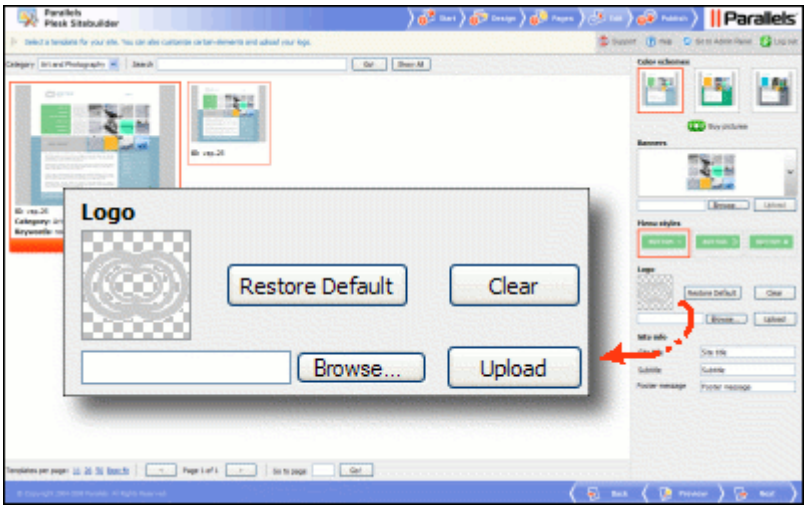

Figure 14: Uploading a Logo

Specifying Site Title, Subtitle, and Footer Message

Site title, subtitle, and footer message are text elements appeared at the background of your site: site title and subtitle are displayed within the site banner, and footer message is put at the bottom of every page of your site.

To specify your site title, subtitle phrase and footer message, on the **Design** step, fill in the fields in the **Site info** section:

- In the **Site title** field, provide your site name (maximum 255 characters). On business sites, this is usually a company name.
- In the **Subtitle** field, provide any phrase which reflects the concept and objectives of the site. This phrase will be displayed below the site title in smaller font. On business sites, this is usually a corporate slogan.
- In the **Footer message** field, provide the copyright notice or any other information of similar kind - disclaimers, contact information, etc., which you would like to place in the page footer.

For each text element, it is possible to break the text into multiple lines. To do so, insert the `<br>` tag where you want the line break to be. For example: *first line
second line
third line...*

If you do not wish to specify the title, subtitle or footer message for your site, clear the corresponding fields.

Note: Some design templates allow customizing only the site title. For these templates, the **Subtitle** and **Footer message** fields are disabled.

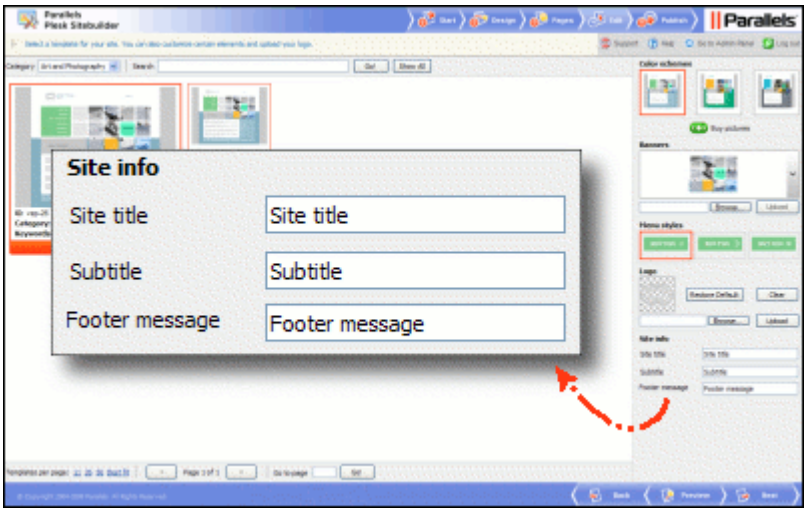

Figure 15: Specifying Site's Title, Subtitle, and Footer Message

Buying Pictures from Fotolia

In Plesk Sitebuilder, you can buy images from **Fotolia** (http://www.fotolia.com/parallels/) - the first worldwide social marketplace for royalty free stock images, directly from the Wizard. As a Parallels customer, you have a 20% bonus when purchasing Fotolia images.

➢ ***To purchase images from Fotolia:***

1 On the **Design** step, click the **Buy pictures** shortcut under the **Color schemes** area.

2 Follow the instructions provided on Fotolia web site to purchase images.

Note: If you do not see this shortcut, it means that this option is disabled in the Plesk Sitebuilder license.

Note that when filling your site with content on the **Edit** step, you can browse the Fotolia gallery and buy images directly from Plesk Sitebuilder (see **Inserting Image** (on page 55)).

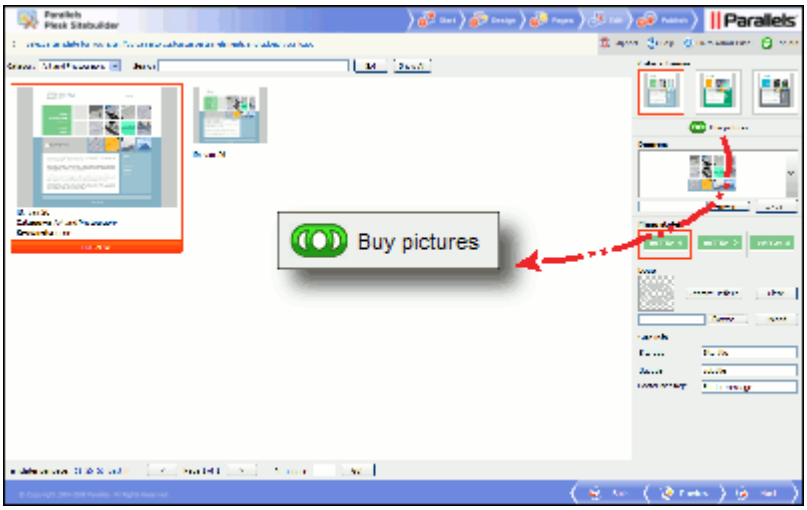

Figure 16: Buying Pictures from Fotolia

CHAPTER 3

Creating Site Structure

A site consists of several pages linked together to present information in an ordered way. Using Plesk Sitebuilder, you can arrange the pages in the two levels of hierarchy: top level pages and second level pages. Therefore, before this stage you must clearly understand how you intend to structure your site.

Note: The maximum number of pages you can create in one site is determined by your service plan.

To facilitate creating your site, you are provided with a number of pre-defined site structures, or *page sets*, which can be used as templates for creating your own site structure. The default page set of your site is determined by the *type of site* you chose on the **Start** page of Plesk Sitebuilder Wizard.

On the **Pages** step, you can build any possible site structure by adding the desired pages and arranging them as needed. Find out about the **types of pages** (see page 31) offered by Plesk Sitebuilder and about the process of **building site structure** (see page 32).

The **Pages** step screen provides the following functionalities:

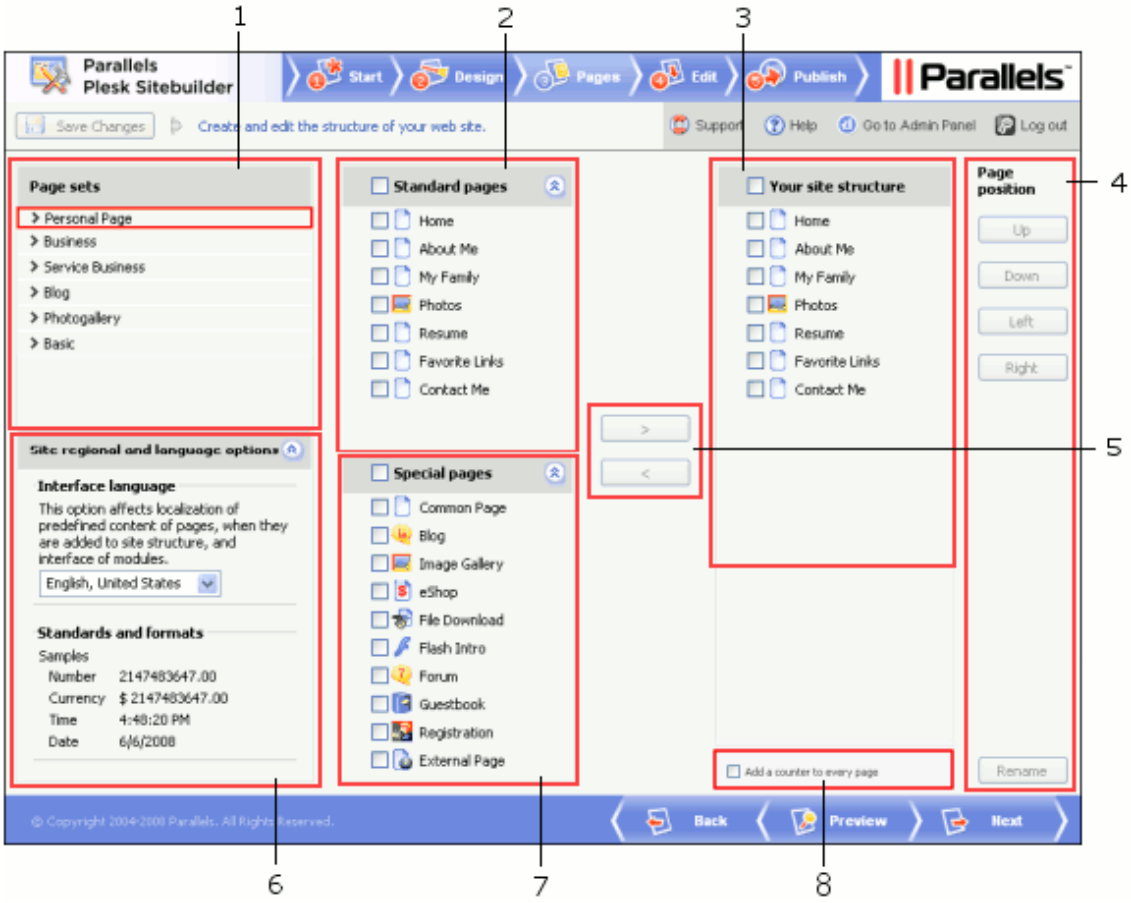

Figure 17: Step 3. Creating Site Structure

1 The **Page sets** area allows you to choose a page set. The selected page set is shown in red frame.

2 The **Standard pages** area displays the structure of the page set chosen in the **Page sets** area. You can expand or collapse this section by clicking the or icons in the top bar of the section.

3 The **Your site structure** area shows the final structure of your site.

4 The **Page position** area enables you to **organize the hierarchy of pages** (see page 33) in the site map, and to **rename pages** (see page 35).

5 > and < buttons allow you add or remove pages from the site structure.

6 The **Site regional and language options** area allows you to set the site language and the format of numeric data. You can expand or collapse this section by clicking the or icons.

7 The **Special pages** area displays all available types of pages which can be added to your site structure: one common text page, and all available page modules. You can expand or collapse this section by clicking the or icons.

8 The check box enabling you to **add a visitors counter to your site** (see page 163).

In this chapter:

Types of Pages 31
Structuring Your Site 32
Choosing Site Language, Currency, and Format of Numbers, Time and Date... 37

Types of Pages

In Plesk Sitebuilder, there are two types of pages:

- Standard (*common)* pages - ordinary HTML pages used for displaying text information. Such pages are marked with icons in the site map.
- Special pages - *page modules* which extend the site functionality. Each module is designed for a certain purpose and is identified by its own icon. There are the following types of page modules in Plesk Sitebuilder:
  - **Blog** (see page 73). Supports a standard set of blog functionality: posting, commenting, content categorizing, etc. A **Blog** page is very convenient for organizing the *News*, *Events* and similar pages on sites.
  - **Image Gallery** (see page 80). Allows you to share images or photos online. Supports batch image upload with group editing functions, organizing images into albums, etc.
  - **eShop** (see page 88). Online store creation and management tool featuring shopping cart, multi-currency, categorized product catalog with thumbnail upload capability, product inventory and shipping cost support, order management. Provides integration with a number of online payment systems, such as PayPal, Authorize.Net, and others.
  - **File Download** (see page 118). Allows providing content for download to site visitors.

    Note: Each **File Download** page can hold only one file. To provide several files for download, it is necessary to add several **File Download** pages to the site structure.
  - **Flash Intro** (see page 119). A pre-designed flash introduction to your site. It is possible to choose between several designs of the intro and insert your own text content into it.

    Note: The **Flash Intro** module is the only page module that requires no PHP on the publishing location and therefore can be included into a static site.
  - **Forum** (see page 120). Allows you to set up a forum where visitors can post questions and participate in discussions.
  - **Guestbook** (see page 128). Allows you to create a guestbook and manage the posted messages.
  - **Registration** (see page 132). Allows you to set up voluntary user authentication on sites. After a registered site visitor opts in, their details are automatically inputted in all forms they open on the site, for example, when submitting a forum topic or shopping at the online store. You can suspend a visitor account, thus restricting a visitor from authenticating under his or her user name.
  - **External Page** (see page 138). Allows incorporating links to external pages into the site menu.

The list of available modules is determined by your service plan.

In Plesk Sitebuilder, you can add several page modules of one type to a site (except for **Flash Intro** and **Registration**).

Structuring Your Site

You can build and edit your site structure on the **Pages** step of Plesk Sitebuilder Wizard. To facilitate creating your site, you are provided with a number of pre-defined site structures, or *page sets*, which can be used as templates for creating your own site structure. The default page set of your site is determined by the type of site you chose on the **Start** page of Plesk Sitebuilder Wizard. You see this default page set highlighted in the list of page sets, its structure is displayed in the **Your site structure** box on the right. You can modify the proposed site structure as desired by adding pages from other page sets (or even whole page sets), renaming pages, changing pages hierarchy, or removing pages from the **Your site structure** box.

The list of page sets available depends on your service plan and can be extended only by your Plesk Sitebuilder administrator. The structure of each page set is shown in the **Standard pages** area after you select the page set in the list.

The **Special pages** area shows a list of special pages, or modules which you can add to your site, plus one common site page which you can use as an ordinary text page. To learn which modules are available, refer to **Types of Pages** (on page 31).

In this section:

Adding Pages 33
Changing Position of Pages 33
Renaming Pages 35
Hiding Pages in Site Navigation 35
Removing Pages 37

Adding Pages

➢ ***To add pages to the site structure:***

1 Select the necessary pages in the **Standard pages**, or in the **Special pages** area.

Note: The module titles in the page set may differ from the original names of the modules. For example, a page **Photo** may represent the **Image Gallery** module. You can always identify a module by its icon.

2 Click > .

Or just drag and drop needed pages into the **Your site structure** box.

You can add as many modules of one type to your site as you wish - except for the **Flash Intro** and **Registration** modules. These modules can be added to your site only once.

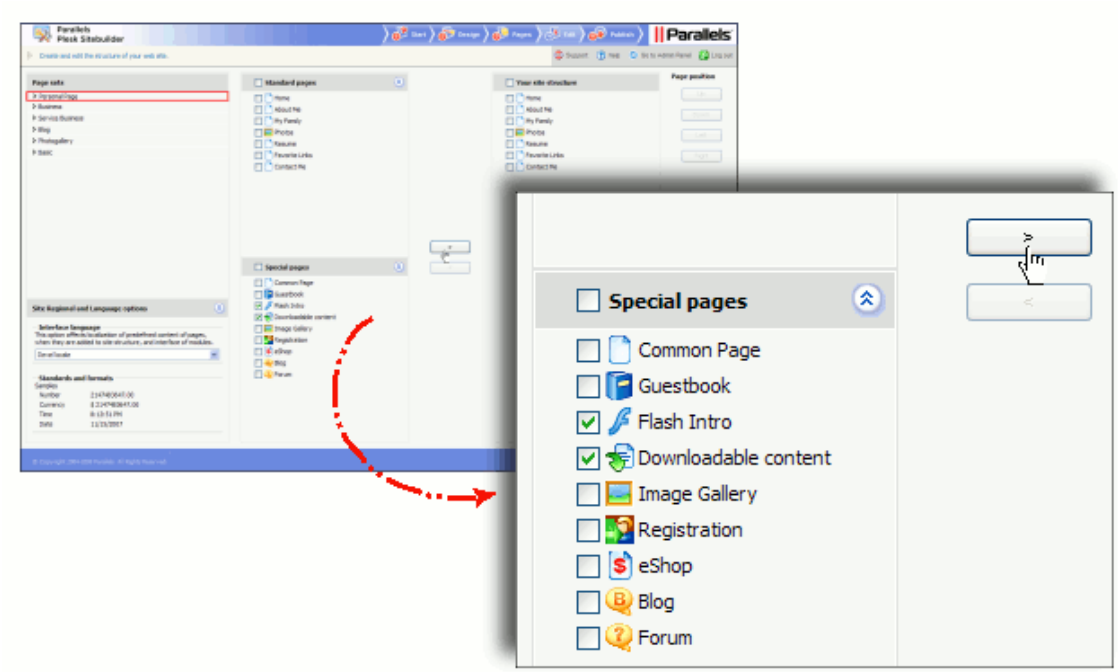

Figure 18: Adding Pages

Changing Position of Pages

➢ ***To change the pages hierarchy:***

1 Select the required page in the **Your site structure** box.

2 Use one of the buttons in the **Page position** area:

- To move a page from the second level to the top level of the site structure, click **Left**.
- To move a page from the top level to the second level, click **Right**.

- To move a page up at the same level, click **Up**.
- To move a page down at the same level, click **Down**.

When you move a first level page **Up** or **Down**, all dependent second level pages are moved together with it.

Note: In Plesk Sitebuilder, modules can be only first-level pages in the site structure, and cannot have dependent second level pages. The only exception is the **File Download** module, which you can set a second-level page, but you cannot depend other pages on it.

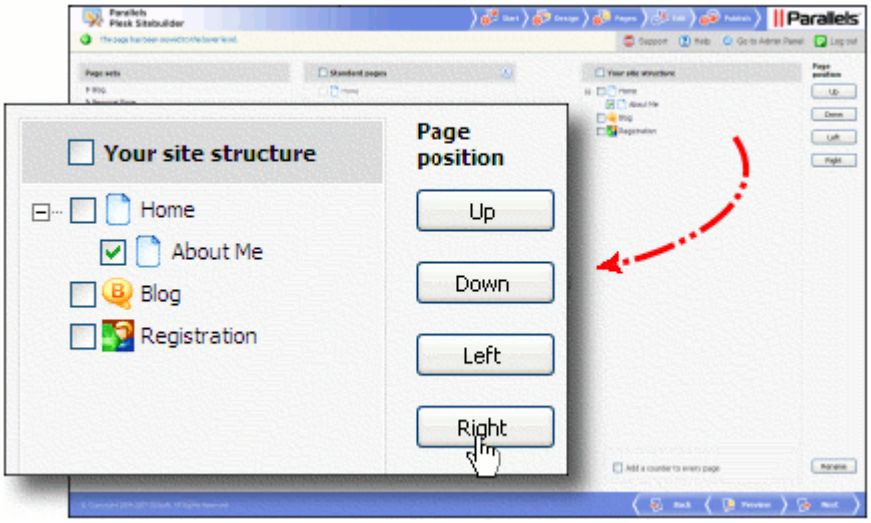

Figure 19: Changing Position of Pages

Renaming Pages

➢ ***To rename a page:***

1 Select the page in the **Your site structure** box and click **Rename**.

Or just double-click the page's name to make it editable.

2 Provide a new name for the page.

3 Press ENTER.

If you choose to rename the page at a later stage, you can use the **Page title** field on the **Edit** step of the Plesk Sitebuilder Wizard.

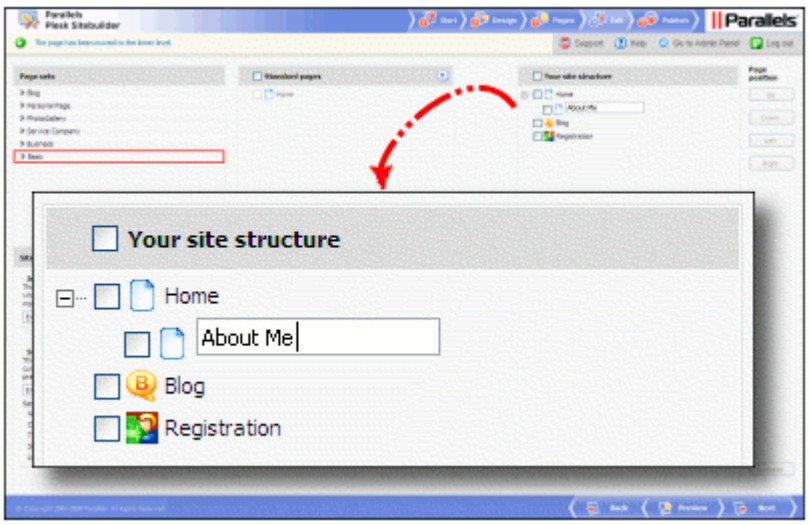

Figure 20: Renaming Pages

Hiding Pages in Site Navigation

You can make certain pages invisible in site menu. The page which you choose to hide will be accessible only by clicking a link placed on other pages of your site (or wherever you would like to place it). Note that when a site visitor actually accesses a hidden page, it appears in the site menu, and when they switch to another (not hidden) page, the hidden page disappears again.

To hide a page in the site navigation menu:

1 Go to the **Edit** step.

2 Go to the desired page.

3 Clear the **Show this page in site map** check box.

Hidden pages are highlighted with grey color in the **Site map** area and in the site structure on the **Pages** step.

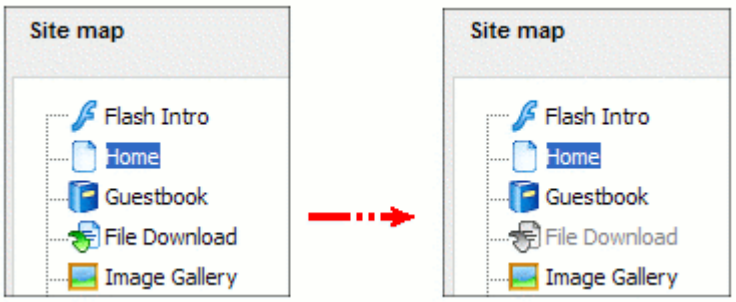

Figure 21: Hiding Pages in Site Navigation

You can hide both first and second level pages.

To understand how hiding pages correlates with pages hierarchy, see the example below:

Let the site structure look as follows:

- Page 1
- Page 2 (hidden)
- Page 3
  - Page 3.1 (hidden)
  - Page 3.2
- Page 4 (hidden)
  - Page 4.1
  - Page 4.2 (hidden)

To understand the dependency of pages' visibility and position in the hierarchy, see the table below.

Active Page*	Visible Pages
Page 1	Page 1, Page 3
Page 2	Page 1, Page 2, Page 3
Page 3	Page 1, Page 3, Page 3.2
Page 3.1	Page 1, Page 3, Page 3.1, Page 3.2
Page 3.2	Page 1, Page 3, Page 3.2
Page 4	Page 1, Page 3, Page 4, Page 4.1
Page 4.1	Page 1, Page 3, Page 4.1
Page 4.2	Page 1, Page 3, Page 4.1, Page 4.2

** active page is a page where the site visitor currently stands*

Removing Pages

To remove a page from the site map, select the page in the **Your site structure** box and click <.

Note: You cannot delete all pages from the **Your site structure** area. In case you need to clear the space - for example, before setting up a completely new site structure, we recommend to select all pages, except one, delete them, add the necessary pages to the site, and then delete or reuse the old page.

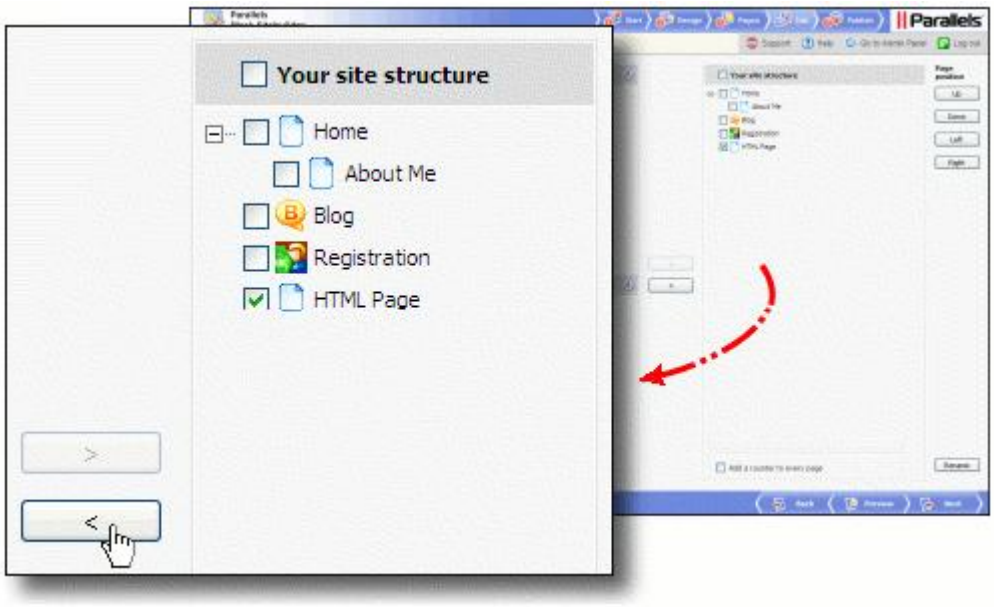

Figure 22: Removing Pages

Choosing Site Language, Currency, and Format of Numbers, Time and Date

In Plesk Sitebuilder, you can create a site in the language which is different from the language of your Wizard interface. The desired language is selected on the **Pages** step of Plesk Sitebuilder Wizard.

The choice of the language determines the format of numbers, the site currency and price format, and also the format of date and time records everywhere on your site.

➢ ***To select the language for your site and the format of displaying numbers, currencies, times and dates:***

1 Go to the **Pages** step.

2 Select the language of your site from the **Interface language** list.

In the **Standards and formats** area, you will see the format of numbers, date and time, and the currency associated with the chosen language.

If you do not see a required language in the list, check **Parallels web site** (http://www.parallels.com/en/download/sitebuilder) to see if it is available. Only a user with administrator's privileges can download and install language packs in Plesk Sitebuilder. If you wish to use any of the available language packs, contact your Plesk Sitebuilder provider for assistance.

Note that the currency and price format specified here will be applied to your online store, if you add one to your site. You can alter these settings for your online store at a later stage by **configuring the eShop module accordingly** (see page 100). The online store settings and the regional and language settings of the whole site are independent of each other.

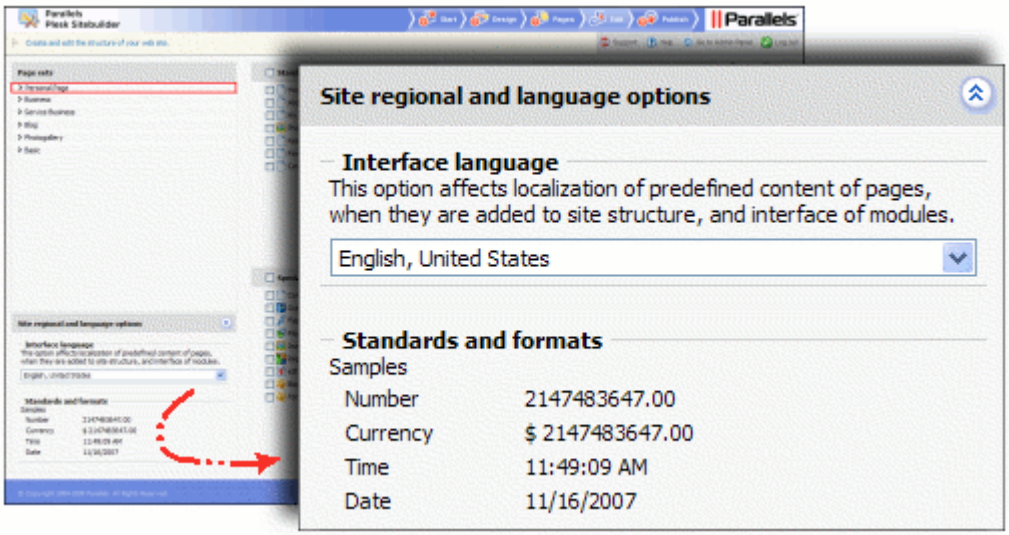

Figure 23: Choosing Site Language and Customizing Settings for Display of Numbers, Currencies, Time and Date

CHAPTER 4

Populating Site with Content

In Plesk Sitebuilder, creating your site content means creating the content of each HTML page constituting your site, and setting up functional modules you added to your site. You can do all this on the **Edit** step of Plesk Sitebuilder Wizard.

The Plesk Sitebuilder editor is organized in such a way that the information you type on the pages and the design of the pages are independent. Therefore, you can completely change the design for a page after you had typed a text on this page, without having to retype the information.

The **Edit** step screen is structured in the following way:

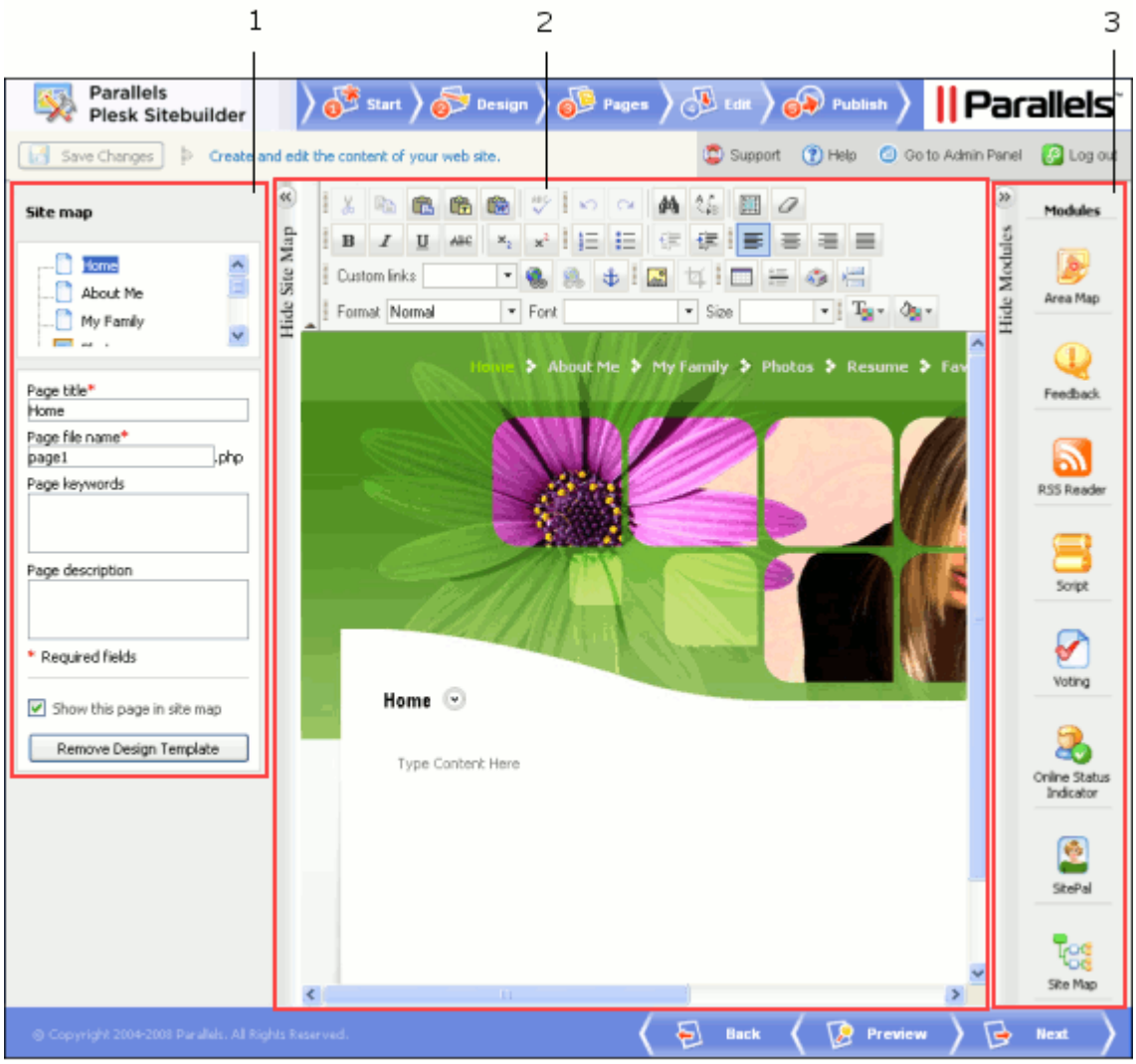

Figure 24: Step 4. Populating Site with Content

1 **Site map** area shows the site structure created on the **Pages** step of the Wizard. By selecting a page in this area, you open its content for editing in the work area of the screen. To hide the **Site map** section, click the **Hide Site Map** icon. To restore the **Site map** area on the screen, click the **Show Site Map** icon.

2 **Work area** provides access to different functions, depending on the type of the edited page:

- On ordinary text pages, the work area provides the space for **creating the text content of the page** (see page 41) and **inserting images** (see page 54) with the help of the WYSIWYG editor, like on the screenshot above.
- On special pages, or *page modules*, the work area provides the module editor screen, where you can configure various parameters of the module on the respective tabs, and, in most cases, populate the module with content (for example, fill your online store catalog with products). For information on working with lists of objects on module management pages, read section **Working with Lists** (on page 14). For more information about configuring and editing each module, see respective sections further in this chapter.

3 **Modules** area allows to embed *block modules* in text pages, by drag-and-dropping the module icon to the required spot on the page. For some tips on using block modules, see section **Working with Modules** (on page 70). To hide the **Modules** section, click the **Hide Modules** icon. To restore the **Modules** area on the screen, click the **Show Modules** icon.

Note: When you edit special pages (page modules), the **Modules** area of the screen is not displayed.

In this chapter:

Working with Text 41
Working with Images.....54
Working with Tables.....62
Working with Modules.....70

Working with Text

Plesk Sitebuilder is empowered with a user-friendly WYSIWYG (What You See Is What You Get) content editor, which enables you to see the content on the display screen exactly as it appears on the Internet.

This subsection describes the ways of working with textual information on your web pages. You will learn how to format characters and paragraphs, cut, copy, paste text, insert images and links, check spelling, and more.

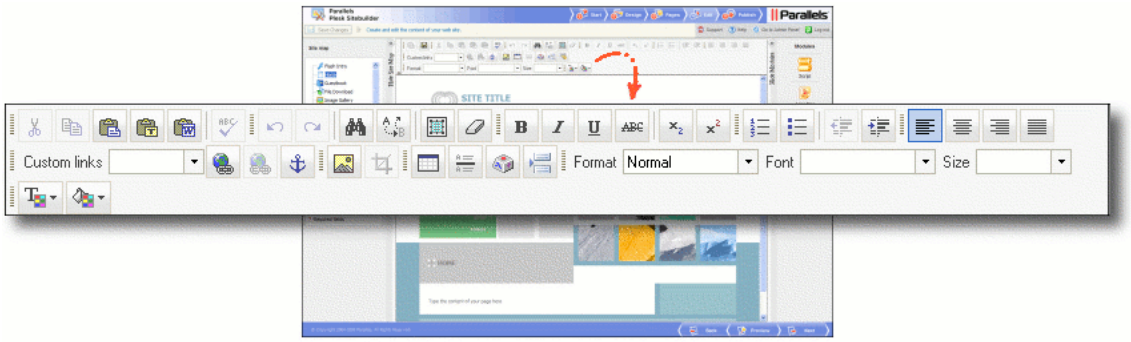

Figure 25: Working with Text

In this section:

Applying Styles, Fonts, and Colors to Text 42
Formatting Paragraphs 42
Copying and Moving Text 43
Finding and Replacing Text Fragments 44
Checking Spelling on Page 45
Undoing and Redoing Actions 45
Inserting Links 46

Applying Styles, Fonts, and Colors to Text

➢ ***To apply formatting to a text:***

1 On the **Edit** step, select the desired site page.

2 Select the text fragment you want to edit.

You can select the whole text on the page by clicking **Select All**.

3 Apply desired formatting options to the selected text:

- Select a font from the **Font** list.
- Select a font size from the **Size** list.
- Click the **Text Color** icon and select a color.
- Click the **Background Color** icon and select a color.
- Click the **Bold**, **Italic**, **Underline**, **Strike Through** icons to make the text bold, italic, underlined, or strikethrough respectively.
- Click the **Subscript** or **Superscript** icon to make the text subscript or superscript respectively.

4 To insert a special symbol into the text, place the mouse cursor on the required spot on the page, click the **Insert Special Character** icon and select a symbol.

To undo the last formatting action, click the **Remove Format** or **Undo** icon.

Formatting Paragraphs

➢ ***To apply formatting to a paragraph:***

1 On the **Edit** step, select the desired site page.

2 Place the cursor anywhere in the paragraph you want to format.

3 Apply necessary formatting:

- To apply a text style, select it from the **Format** list.
- To align the text, click the **Align Left**, **Center**, **Align Right**, or **Justify** icon.
- To change the indentation of the text, click the **Increase Indent** or **Decrease Indent** icon.

4 To insert a horizontal line between two paragraphs, place the cursor at the end of the first paragraph and click the **Insert Horizontal Line** icon.

5 To split a paragraph with a page break, click the **Insert Page Break** icon before the beginning of the new prospective paragraph.

Copying and Moving Text

➢ ***To copy or move text:***

1 On the **Edit** step, select the desired site page.

2 Select a text fragment.

You can select the whole text of the page by clicking the **Select All** icon.

3 Click the **Cut** or **Copy**, icon depending on the type of operation (moving or copying).

4 Paste the text on the page using one of the three pasting options:

- To simply paste the text from the current page, or from other pages of the site, place the cursor in the appropriate spot on the page and click the **Paste** icon.
- To paste the text from MS Word, and to retain the formatting applied to it, click the **Paste from Word** icon, paste the text into the provided window, and click **OK**.
- To paste the text, and to discard all formatting applied to it, click the **Paste as Plain Text** icon, paste the text into the provided window, and click **OK**.

Finding and Replacing Text Fragments

➢ ***To find a particular text fragment on the page:***

1 On the **Edit** step, select the desired site page.

2 Click the **Find** icon.

3 In the **Find what** field, enter the text you want to find.

4 Select the **Match case** check box to search only for text that exactly matches the case (uppercase or lowercase character formatting) of the specified search pattern.

5 Click **Find** to start the search.

➢ ***To find and replace a text fragment on the page:***

1 Click the **Replace** icon.

2 In the **Find what** field, enter the text you want to find.

3 In the **Replace with** field, enter the text to replace the searched fragment with.

4 Select the necessary search options:

- **Match case** - to search for text that exactly matches the case (uppercase or lowercase character formatting) for the specified search pattern.
- **Match whole words** - to search for the exact phrase as it is specified.

5 Click **Replace** to replace a particular found segment.

6 Click **Replace All** to replace all segments found on the page without reviewing them.

Checking Spelling on Page

The Spell Checker feature can be used only with Internet Explorer version 5.5 or later. To be able to use the Spell Checker, you need to install ieSpell - a free-of-charge spell checker utility for Internet Explorer. To install ieSpell, download the application setup package from the official **ieSpell web site** (http://www.iespell.com/download.php), run it on your computer and complete the steps of the installation procedure as described, then restart Internet Explorer.

The Spell Checker is available for English only.

➢ ***To check spelling on the page:***

1 On the **Edit** step, select the desired site page.

2 Click the **Check Spell** icon.

In the **Not in dictionary** field, possible spelling mistakes are shown.

3 If you are sure that the word found by the Spell Checker is not misspelled, click **Ignore** to leave the word as is.

To ignore all occurrences of this word in the text, click **Ignore All**.

4 If you wish to add this word to the Spell Checker dictionary, click **Add**.

5 If you want to replace the misspelled word with the word in the **Suggestions** field, click **Change.**

To replace this word in the whole text, click **Change All**.

6 If you wish to configure the Spell Checker parameters, click **Options**.

Undoing and Redoing Actions

To undo the last action, click **Undo.**

To redo the last undone action, click **Redo**.

Inserting Links

Using the Plesk Sitebuilder editor, you can insert both internal links leading to other pages of your site, and external links. Internal links point to other pages of your site. External links pointing to other sites are often used to improve your site popularity and will direct visitors of your site to friendly sites (the so-called *link exchange*).

With the help of Plesk Sitebuilder link manager, you can add the following types of links:

- **External links** (see page 47)
- **Internal links, or links to other pages of your site** (see page 50)
- **Anchors** (see page 50)
- **E-mail links** (see page 52)

To edit a link, right-click the selected link and click **Edit Link**.

To remove a link, right-click the selected link and click **Remove Link**, or select the link text and click the **Remove Link** icon on the editor panel.

In this section:

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Inserting Internal Link 50
Inserting Anchor 50
Inserting E-Mail Link 52

Inserting External Link

An external link is a reference in a hypertext document to another document on a different web site.

➢ ***To insert an external link:***

1 Type/Select the text which you want to set as a hyperlink to another web resource.

2 Click the **Insert/Edit Link** icon.

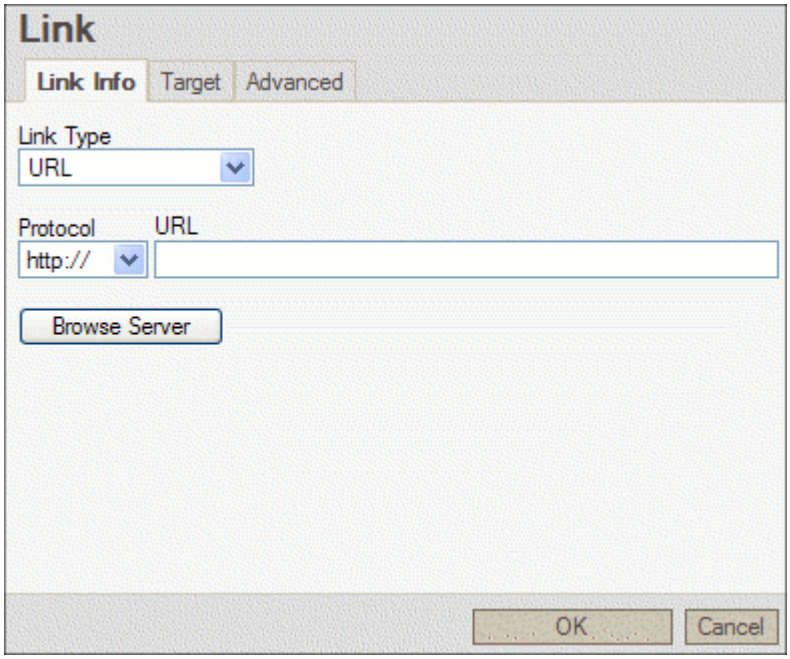

Figure 26: Inserting an External Link

3 On the **Link Info** tab, select **URL** from the **Link type** list.

4 Select the protocol from the **Protocol** list.

The available selections are:

- http://
- https://
- ftp://
- news://
- <other>

5 In the **URL** field, enter the web address to which the link will point.

6 On the **Target** tab, select the way the link should open from the **Target** list:

- To open the link in same browser window (the target page replaces the page of your site), leave the **Target** option in its default value **<not set>**, and leave the **Target Frame Name** field blank.

- To open the link in the new browser window, select **New Window [_blank]** from the **Target** list.
- To open the link as a pop-up window, select **<popup window>** from the **Target** list, and specify the parameters of the pop-up in the **Popup Window Features** area below.

Note: Other options in the **Target** list have been designed to work with the HTML Frames technology, which is currently not used on Plesk Sitebuilder sites. On non-frames sites, all these options open the link in the same window.

7 If you wish to specify additional attributes for the link, enter them on the **Advanced** tab:

Id, this attribute assigns a name to the link. This name must be unique on the page.

Language Direction, this attribute specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Access Key, this attribute assigns an access key to an element. An access key is a single character from the document character set.

Name, this attribute names the current link as an anchor, so that it may be the destination of another link. The value of this attribute must be a unique anchor name within the current page.

Language Code, this attribute specifies the base language of the link's attribute values and text content.

Tab Index, this attribute specifies the position of the current element in the tabbing order for the current document. The tabbing order defines the order in which elements receive focus when navigated by the user via the keyboard. The tabbing order may include elements nested within other elements.

Advisory Title, this attribute offers advisory information about the link. The information is displayed in the status bar of the browser when the mouse hovers over the link.

Advisory Content Type, this attribute gives an advisory hint as to the content type of the content available at the link target address. It allows user agents to opt to use a fallback mechanism rather than fetch the content if they are advised that they will get content in a content type they do not support.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the link.

Linked Resource Charset, this attribute specifies the character encoding of the resource designated by the link.

Style, this attribute specifies style information for the current link. The information should be formatted as follows: Content-Style-Type: text/css.

8 Click **OK**.

You can also provide a link to an image, document or a media file stored on your computer.

➢ ***To provide a link to a file on your computer:***

1 Type/Select the text which you want to set as a hyperlink.

2 Click the **Insert/Edit Link** icon.

3 On the **Link Info** tab, select **URL** from the **Link type** list.

4 Select **<other>** from the **Protocol** check box.

5 Click **Browse Server**.

6 In the file uploading window, select the type of file from the **Resource type** box: **File**, **Image**, **Flash**, or **Media**.

Inside each resource type, you can organize your files into a number of folders. To do so, create the desired hierarchy of folders prior to uploading the files. To create a folder in the root directory, click **Add New Folder** in the bottom part of the screen. Having created a folder, click its name to open it. You can create a new folder inside the opened folder, or upload a file to it.

When the folder is opened, the top bar of the file uploading screen shows the path to this folder on the server, and the left frame provides navigation to the upper-level folder. To navigate one level up, click the .. icon.

7 To upload a file of the selected type to the server, click **Browse**, locate the file in your local file system, click **Open** and then click **Upload**.

For each uploaded file, size is shown.

To delete a file, click the corresponding icon.

8 To create a link to the file, click the file name.

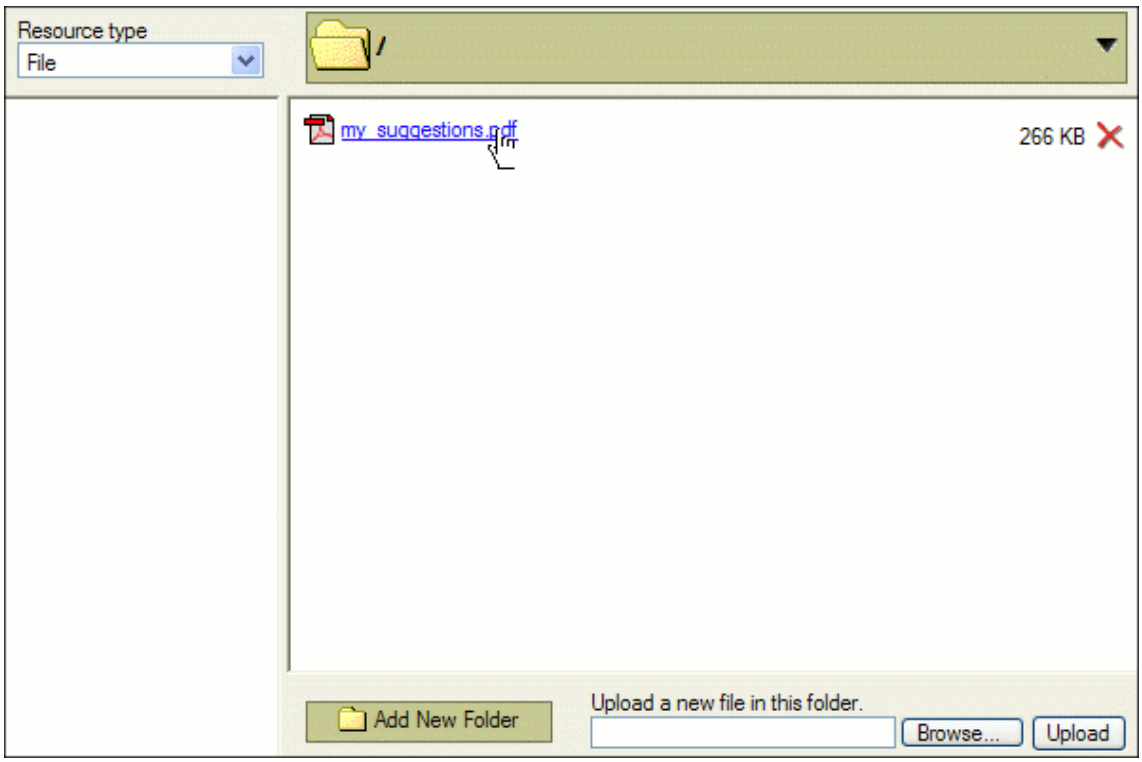

Figure 27: Inserting a Link to a File

The path to the file on the server is automatically inputted into the **URL** field on the **Link** screen.

9 Click **OK**.

Inserting Internal Link

An internal link is a link to another page of your site.

➢ ***To insert an internal link:***

1 Type/Select the text which you want to set as a link to another page.

2 From the **Custom links** box on the WYSIWYG panel, select the page to which the link should point.

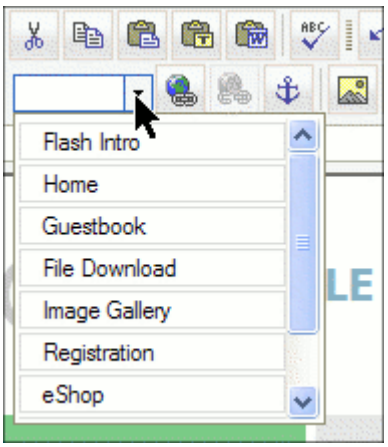

Figure 28: Inserting a Link to Another Page of Your Site

Inserting Anchor

Anchor is a word or a group of words that define the destination a hyperlink leads to. Anchors are very helpful in facilitating navigation through a great amount of text located on a single place. With this function you can provide the site visitors an easy way to jump from one part of the text to another.

➢ ***To insert an anchor:***

1 Place the cursor where you want the link to lead to.

2 Click the **Insert/Edit Anchor** icon.

3 On the **Anchor Properties** form, enter the anchor name.

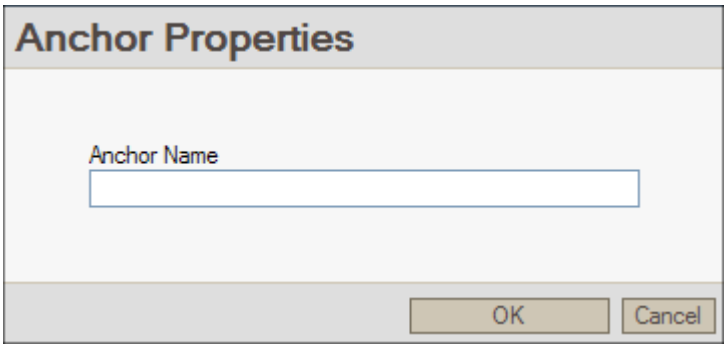

Figure 29: Inserting an Anchor

4 Click **OK**.

The anchor icon appears in the selected place in the text.

5 Select a text fragment which you want to link to the anchor to.

6 Click the **Insert/Edit Link** icon.

7 On the **Link Info** tab, select **Anchor in this page** from the **Link type** list.

Select an anchor from the list.

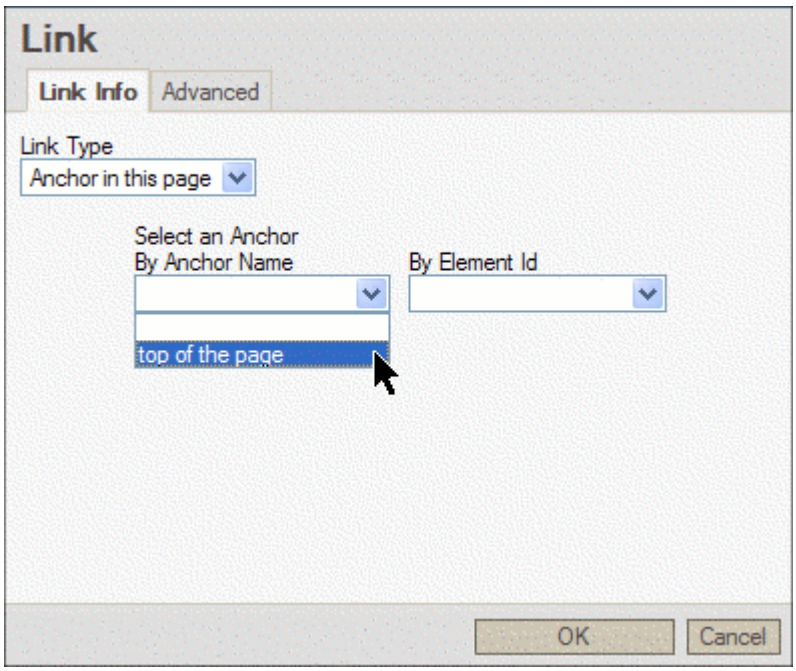

Figure 30: Creating a Link to the Anchor

8 If you wish to specify additional attributes for the anchor, enter them on the **Advanced** tab:

Id, this attribute assigns a name to the anchor. This name must be unique on the page.

Language Direction, this attribute specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Access Key, this attribute assigns an access key to an element. An access key is a single character from the document character set.

Name, this attribute names the current link as an anchor, so that it may be the destination of another link. The value of this attribute must be a unique anchor name within the current page.

Language Code, this attribute specifies the base language of the anchor's attribute values and text content.

Tab Index, this attribute specifies the position of the current element in the tabbing order for the current document. The tabbing order defines the order in which elements receive focus when navigated by the user via the keyboard. The tabbing order may include elements nested within other elements.

Advisory Title, this attribute offers advisory information about the anchor. The information is displayed in the status bar of the browser when the mouse hovers over an anchor.

Advisory Content Type, this attribute gives an advisory hint as to the content type of the content available at the link target address. It allows user agents to opt to use a fallback mechanism rather than fetch the content if they are advised that they will get content in a content type they do not support.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the anchor.

Linked Resource Charset, this attribute specifies the character encoding of the resource designated by the link.

Style, this attribute specifies style information for the current anchor. The information should be formatted as follows: Content-Style-Type: text/css.

9 Click **OK**.

To remove a link to the anchor, select the link text and click the **Remove Link** icon.

To remove an anchor itself, select it on the page and click the DELETE key.

Inserting E-Mail Link

If you want visitors of your site to contact you by e-mail, insert an e-mail link into your web page. On a web page, this looks like your e-mail address underlined, and when a user clicks it, a mail program on his or her computer opens a "Compose New Message" window with your e-mail address specified as the recipient address. When placing e-mail links, you can also specify the default subject for the message.

➢ ***To insert an e-mail link:***

1 Select a text which you want to set as an e-mail link.

2 Click the **Insert/Edit Link** icon.

3 On the **Link Info** tab, select **E-mail** from the **Link type** list.

4 Enter an e-mail address in the **E-mail address** field.

5 In the **Message subject** field, enter the default subject of the message.

6 In the **Message body** field, enter the default text of the message.

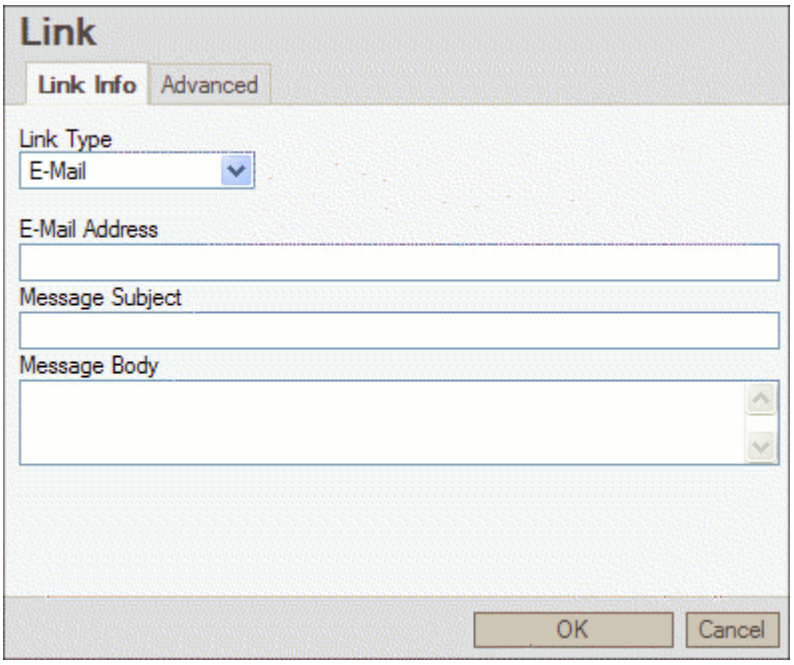

Figure 31: Inserting an E-Mail Link

7 If you want to specify additional attributed for the link, you can do it on the **Advanced** tab.

Id, this attribute assigns a name to the link. This name must be unique on the page.

Language Direction, this attribute specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Access Key, this attribute assigns an access key to an element. An access key is a single character from the document character set.

Name, this attribute names the current link as an anchor, so that it may be the destination of another link. The value of this attribute must be a unique anchor name within the current page.

Language Code, this attribute specifies the base language of the link's attribute values and text content.

Tab Index, this attribute specifies the position of the current element in the tabbing order for the current document. The tabbing order defines the order in which elements receive focus when navigated by the user via the keyboard. The tabbing order may include elements nested within other elements.

Advisory Title, this attribute offers advisory information about the link. The information is displayed in the status bar of the browser when the mouse hovers over the link.

Advisory Content Type, this attribute gives an advisory hint as to the content type of the content available at the link target address. It allows user agents to opt to use a fallback mechanism rather than fetch the content if they are advised that they will get content in a content type they do not support.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the link.

Linked Resource Charset, this attribute specifies the character encoding of the resource designated by the link.

Style, this attribute specifies style information for the current link. The information should be formatted as follows: Content-Style-Type: text/css.

8 Click **OK**.

Working with Images

The Plesk Sitebuilder WYSIWYG editor allows you to insert images into the pages of your site, and to adjust their properties as desired: resize, crop, set alignment, spacing, add borders, specify meta information and configure advanced image settings, such as long description and CSS styles.

You can insert images from your computer, or buy and upload professional images from **Fotolia** (http://www.fotolia.com/parallels/) - the first worldwide social marketplace for royalty free stock images. You can browse the Fotolia gallery, purchase and upload any image of your choice directly from Plesk Sitebuilder Wizard. As a Parallels customer, you have a 20% bonus when purchasing Fotolia images.

In this section:

Inserting Image 55
Editing Image 59
Removing Image 61

Inserting Image

➢ ***To insert an image:***

1 On the **Edit** step, select the desired site page.

2 Place the mouse cursor where you want to insert an image.

3 Click the **Insert/Edit Image** icon.

4 On the **Image Info** tab, click **Browse Server**.

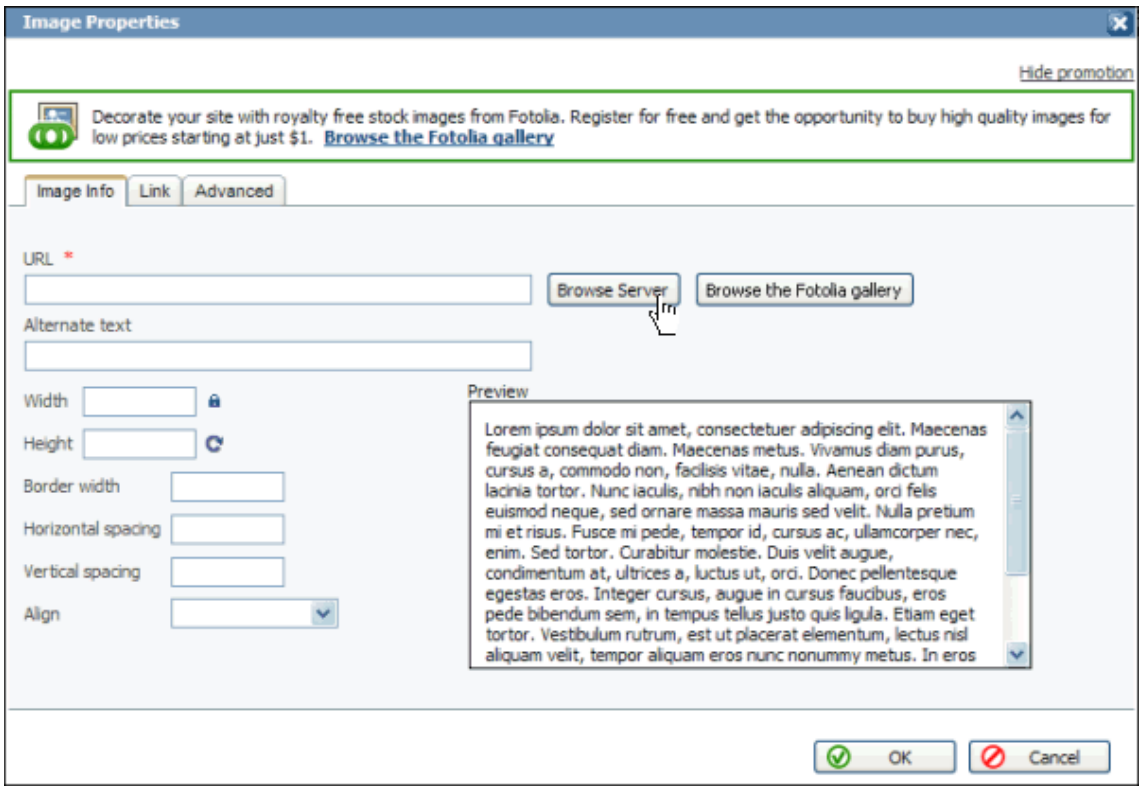

Figure 32: Inserting an Image

5 Click **Browse** and select an image to upload.

Note: The maximum size of the image is 200KB. The supported graphics file formats are *.gif, *.jpg, *.jpeg, *.png, *.bmp.

6 Click **Open**, then click **Upload**.

When inserting an image, only the **Image** file type is available in the **Resource type** list.

For each uploaded image, size is shown.

If you plan to upload many images to the server, you can organize them in a number of folders on the file uploading screen. To do so, you need to create the desired hierarchy of folders prior to uploading the files. To create a folder in the root directory, click **Add New Folder** in the bottom part of the screen and provide the folder name on the pop-up window that appears. Having created a folder, click its name to open it. You can create a new folder inside the opened folder, or upload a file to it.

When the folder is opened, the top bar of the file uploading screen shows the path to this folder on the server, and the left frame provides navigation to the upper-level folder. To navigate one level up, click the .. icon.

To delete an image, click the corresponding ✕ icon.

7 To insert an image into the page, click the image file name.

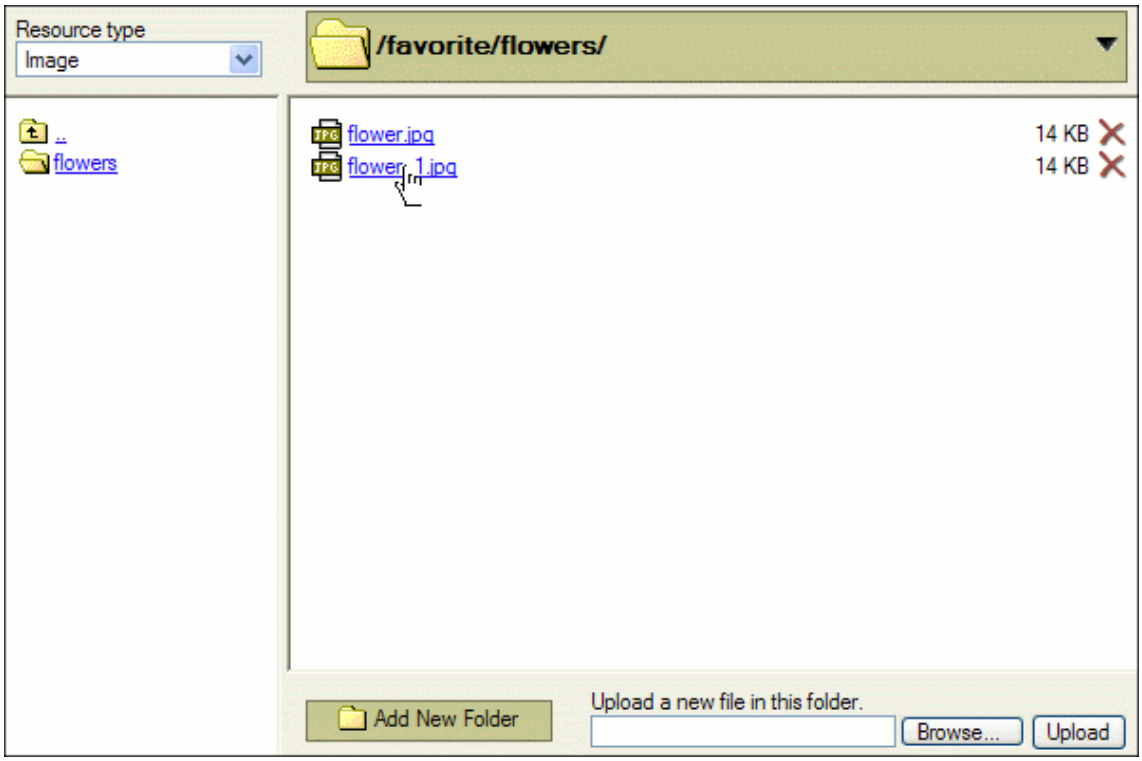

Figure 33: Uploading an Image to the Server

The image appears in the preview area of the **Image Properties** dialog; the image dimensions appear automatically in the corresponding fields. The path to the image on the server is placed in the **URL** field.

8 Click **OK**.

You can also buy and upload professional images from the **Fotolia** (http://www.fotolia.com/parallels/) stock images marketplace.

➢ ***To buy an image from the Fotolia gallery and insert it into a page:***

1 On the **Edit** step, select the desired site page.

2 Place the mouse cursor where you want to insert an image.

3 Click the **Insert/Edit Image** icon.

4 On the **Image Info** tab, click **Browse the Fotolia gallery**.

5 Browse the gallery and click on the image of your choice.

For your convenience, images are arranged in categories and subcategories, by the depicted subject (displayed on the **Representative Categories** tab), or by the idea they express (on the **Conceptual Categories** tab). To view the category of interest, click its name on either of the tabs. At the top of the page you can see the path to the category or subcategory in both groups of categories (on both tabs).

You can also search for images by keywords or ID (if you know the ID of the image in the Fotolia gallery) using the **Search for** option at the top of the window.

When you hover your mouse over an image, detailed information about it is displayed, including the image ID, short description, author, the lowest available price, and path on both tabs.

After you click on the image, it is highlighted in red.

Figure 34: Selecting an Image in the Fotolia Gallery

6 Click **OK**.

7 To purchase the image, click the **Proceed to buying this image** shortcut in the upper part of the window.

Images not purchased from Fotolia are not displayed on the published site.

8 In the **License** column of the table, select the preferred dimensions and resolution option for the image.

For each license, price in credits is displayed (1 credit = $1.00).

9 Click **Next**.

10 If you do not have a Fotolia account yet, click **Register Now** and complete the registration procedure on the Fotolia web site.

After activating your account on the Fotolia web site, you can buy a number of credits right away. You can pay for credits via your credit card, PayPal or Click & Buy. Having registered an account and bought some credits, return to Plesk Sitebuilder to purchase the desired image.

11 On the login and registration window, input your account credentials and click **Log In**.

In the **User info** section, you see the number of credits you have on your account.

In the **Image info** section, you see the image preview, details and price.

If you do not have enough credits for buying the image, click the **Buy more credits** shortcut and purchase credits on the Fotolia web site, or click **Back** to return to the previous screen and choose a cheaper license.

12 Click **Purchase Now**.

13 On the confirmation screen, click **Close**.

Editing Image

➢ ***To edit image size, alignment, spacing, border, alternate text, target URL, or advanced settings:***

1 Right-click on the image.

2 Choose **Image Properties** from the context menu.

3 To provide an alternate text for the image, enter it in the **Alternate text** field.

This text replaces the image in conditions when it cannot be rendered normally - when users' browsers are configured not to display images, or when the page is visited by visually impaired users (the ones who use speech synthesizers). Specifying this attribute is considered a requirement for most web resources. In some browsers (for example, in Internet Explorer) the alternate text is displayed when the mouse hovers over an image.

4 To resize the image, specify the image dimensions in the **Width** and **Height** fields.

To reset the image size to its original one, click the **Reset Size** icon.

When resizing an image, you can choose whether to keep the proportions of the original image or change the image width and height separately. To do so, use the **Lock aspect ratio** icon.

The **Preview** window shows the image appearance after the resize.

5 To draw a border around the image, specify a desired border width in pixels in the **Border width** field.

To set the color of the border, go to the **Advanced** tab and enter the color in the **Style** field, in CSS style format (for example, *color: black*).

6 To set the width of white space to be inserted to the left and right of the image, specify a desired value in pixels in the **Horizontal spacing** field.

7 To set the width of white space to be inserted above and below the image, specify a desired value in pixels in the **Vertical spacing** field.

8 To align the image on the page and set the desired word wrap type, choose the appropriate option from the **Align** list.

9 On the **Link** tab, in the **URL** field, specify the link where the image will point.

To point an image to a file on your computer, click **Browse Server** and upload a file as described in **Inserting External Link** (on page 47).

10 From the **Target** list, choose the way the link should open:

- To open the link in same browser window, leave the **Target** option in its default value **<not set>**.
- To open the link in the new browser window, select **New window [_blank]** from the **Target** list.

Note: Other options in the **Target** list have been designed to work with the HTML Frames technology, which is currently not used on Plesk Sitebuilder sites. On non-frames sites, all these options open the link in the same window.

11 If you wish to specify additional attributes for the image, enter them on the **Advanced** tab:

ID, this attribute assigns a name to the object element, which can be used, for example, as a target anchor for a hyperlink. This ID must be unique on the page.

Text Direction, specifies the base direction of directionally neutral text. Direction can be Left to right or Right to left.

Language Code, this attribute specifies the ISO code of the natural language in which the image meta information is provided. This improves your image rendering by search engines and helps visually impaired users. You can provide the language code in the following formats:

- As an ISO 639 two-letter abbreviation (*en* (English), *fr* (French), *de* (German), *it* (Italian)); the full list of such abbreviations is available **here** (http://en.wikipedia.org/wiki/List_of_ISO_639-1_codes).
- As a combination of the ISO 639 language code and a two-letter ISO 3166 country code (for example, *en-US*). The full list of ISO 3166 two-letter codes can be found **here** (http://en.wikipedia.org/wiki/ISO_3166-1).

Long Description URL, this attribute specifies a link to the image long description, which opens upon clicking on the alternate text.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the image.

Advisory Title, this attribute offers advisory information about the image. The information is displayed on a tool tip which appears when the mouse hovers over the image. If you leave this field blank, in Internet Explorer, the tool tip contains the image alternate text. In Mozilla Firefox, the tool tip is not displayed.

Style, this attribute specifies style information for the current image. The information should be formatted as follows: Content-Style-Type: text/css.

12 Click **OK**.

➢ ***To crop an image:***

1 Click on the image and then click **Crop** on the WYSIWYG editor toolbar.

Or, right-click on the image and choose **Crop Image** from the context menu.

2 In the crop window, with your mouse, drag the borders of the crop area where desired using the resize handles at the sides.

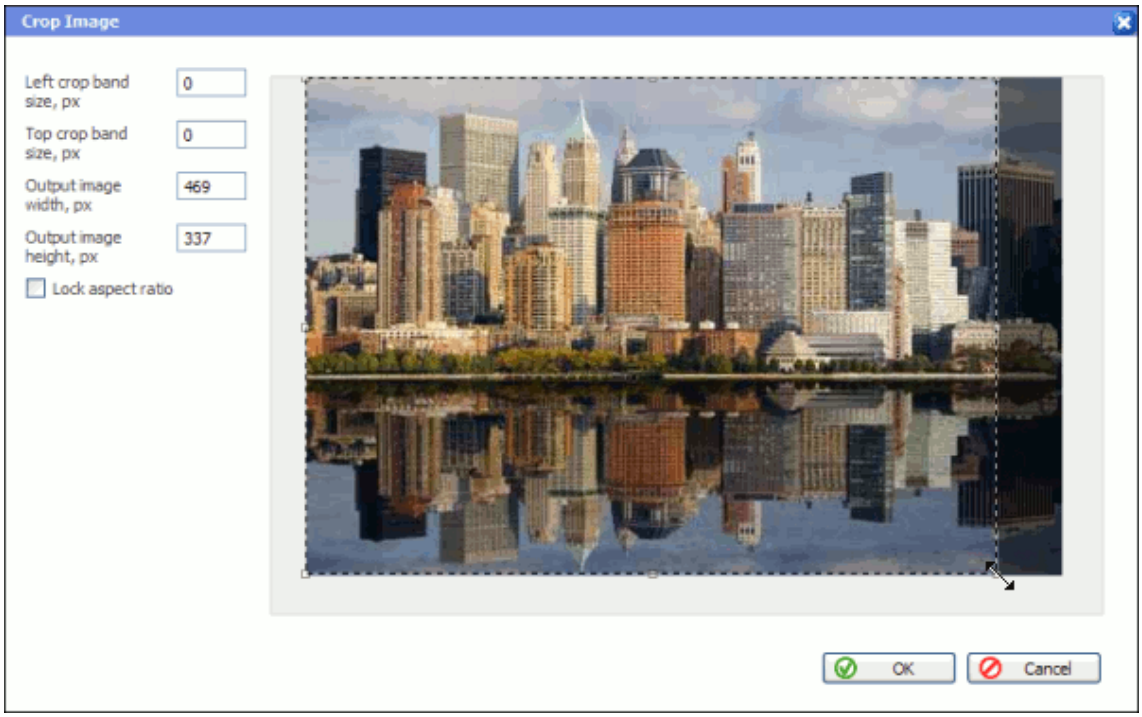

Figure 35: Cropping the Image

To move the crop area use the move handle which appears when you hover your mouse over the crop area.

When your are setting the crop area using the mouse cursor, you can see the size of the resulting image and the size of the cropped areas on the left of the window. You can adjust the sizes by specifying certain number of pixels in the corresponding fields:

- To set the width of the area to be cropped from the left or right of the image, specify a desired number of pixels in the **Left crop band size** field. To crop from the right, specify a negative number.
- To set the width of the area to be cropped from the top or bottom of the image, specify a desired number of pixels in the **Top crop band size** field. To crop from the bottom, specify a negative number.

To adjust the dimensions of the resulting image, specify the desired width and height in the **Output image width** and **Output image height** fields.

3 If you wish to keep the original image proportions after cropping, select the **Lock aspect ratio** check box.

4 Click **OK**.

Note: The resize and crop operations are applied to the copy of the image. If you wish to restore the original image, reload it from the server (right-click on the cropped image > **Image Properties** > **Browse Server** > click the corresponding image file > **OK**).

Removing Image

To remove an image from the page, click on it and then press DELETE on your keyboard.

Working with Tables

Tables are used to organize textual and numerical information in a convenient and clear way. Besides, on web pages, tables are often used as a convenient tool for building page layout. When you build your page on the basis of a table, you:

- Have more freedom in positioning elements on a web page
- Ensure that organized text is displayed correctly in all browsers and screen resolutions

With table-based layout you may, for example, incorporate an RSS feed into your page as a side frame, by drag-and-dropping the RSS module as described in section **Adding RSS News Feeds** (on page 148), into one of the table columns.

The current section describes how to work with tables: insert tables, add and delete rows, columns, and cells, merge and split cells, and resize tables and cells.

In this section:

Inserting Table 63
Editing Table Properties 64
Adding or Removing Rows, Columns, and Cells 65
Editing Cell Properties 67
Merging Cells 67
Spanning Cell across Several Rows or Columns 68
Splitting Cell 69
Adding Content to Table 69
Removing Table 70

Inserting Table

➢ ***To insert a table:***

1 Place the cursor where you want to insert a table.

2 Click the **Insert/Edit Table** icon on the WYSIWYG editor toolbar.

3 Specify the number of columns and rows in the table.

4 Specify the table width and height.

In the **Width** field, enter the desired table width in pixels. The default value is 200 px. We do not recommend creating tables wider than 760 pixels, so that your table is displayed correctly in all screen resolutions.

Note: Some site design templates do not allow inserting tables wider than 450 px, or even 280 px. In such templates, inserting wider tables causes odd look of the page on preview. If inserting a wider table is critical for you, go to the **Design** step of the Wizard and choose a different site design template.

In the **Height** field, specify the table height in pixels. If you leave this field blank, the value is set automatically based on the number of rows. The default row height is 20 px.

5 In **Border size** field, specify the size of the table border in pixels.

The default value is 1 px.

Note: To make the borders invisible, specify "0" in the **Border size** field. You may need this option if you are using a table for page layouting purposes.

6 Select the alignment type (**Left**, **Center**, or **Right**).

By default, the table is left aligned.

7 Specify cell spacing and padding.

- *Cell spacing* is the distance between the cells. The default value is 1 px.
- *Cell padding* is the distance between the border of the cell and the text contained in the sell. The default value is 1 px.

8 Optionally, enter the table caption and description (summary).

- The table caption is displayed on the site page above the table (center aligned). By default, the caption is given in the same font as all other text information on the page.
- The table description (summary) is not shown on the site page - your users will see it in a pop-up window after they right-click on the table and choose **Properties** from the context menu. To see how it works, open the site preview. The **Properties** option is displayed only for tables which have a description (summary) specified.

9 Click **OK**.

10 Click **Save** on the WYSIWYG editor toolbar.

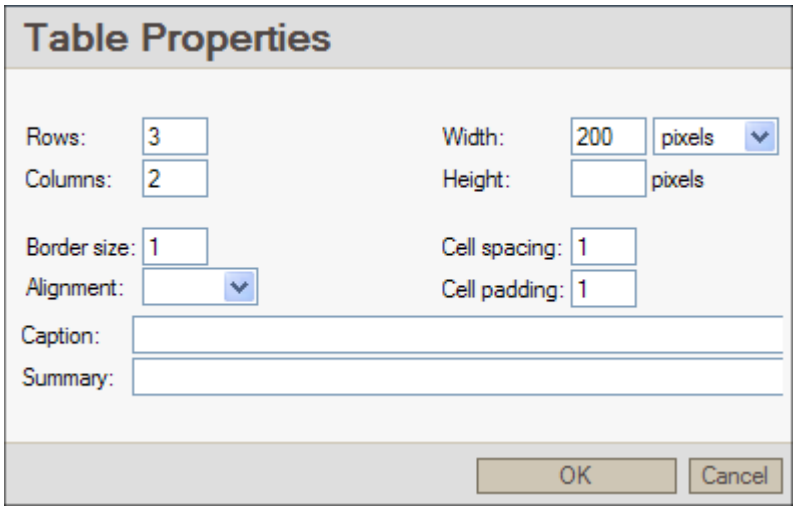

Figure 36: Inserting a Table

Editing Table Properties

➢ ***To edit the table properties:***

1 Right-click inside the table and choose **Table Properties** from the context menu.

2 In the **Table Properties** dialog , you can set the following properties:

- **Width**. You can specify the new value in pixels, or as a percent from the original width.
- **Height**. Specify the new value in pixels.
- **Cell spacing** and **Cell padding**.
- **Alignment**.
- **Border size**.
- Table **Caption** and **Summary**.

For detailed information about setting these parameters, refer to section **Inserting Table** (on page 63).

Note: You cannot edit the number of rows and columns in this dialog. Learn how to change the number of rows and columns in section **Adding or Removing Rows, Columns and Cells** (on page 65).

3 Click **OK**.

Alternatively, you can resize the table horizontally or vertically (edit table width, or height, or both) with your mouse. To do so, click one of the table's resize handles and, holding down your mouse, drag the border to the location you prefer.

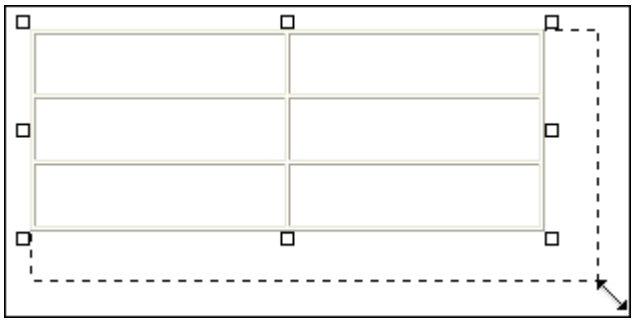

Figure 37: Resizing a Table with the Mouse Cursor

Adding or Removing Rows, Columns, and Cells

➢ ***To add a row or a column:***

1 Place your mouse cursor in one of the table cells.

2 Right-click on the cell and choose the necessary operation from the context menu:

- To insert a row below the current row (containing a cursor), choose **Insert Row**.
- To insert a column to the right from the current column, choose **Insert Column**.

Note: When you add a row or column to the table, the table is not resized to accommodate them. Instead, other columns and rows present in the table are resized to fit into the specified table width or height. If you wish to preserve the original column and row properties, resize the table prior to adding a new column or row. For information on table resizing, refer to **Editing Table Properties** (on page 64).

- To insert a cell to the right from the current cell, choose **Insert Cell**.

  The cell is added in the current row, immediately to the right from the highlighted cell. Other cells in the row are shifted right.

➢ ***To remove a row, column, or cell:***

1 Place your mouse cursor in the cell you wish to delete.

2 Right-click on the highlighted cell. Depending on the operation you wish to perform, select **Delete Rows**, **Delete Columns**, or **Delete Cells** from the context menu.

After you delete a column or row, other columns and rows are resized to fill the space. After you delete a cell, other cells in the row are shifted left.

In some web browsers, the table cell containing a cursor will be marked with quick operation shortcuts - two small arrows and a circle . You can use these shortcuts to edit your table in the following way:

- To insert a row below the current row, click the downward pointing arrow. When you hover your mouse over the arrow, the arrow's color is changed to red .
- To insert a row above, click the upward pointing arrow .

- To insert a column to the left, click the arrow pointing left .
- To insert a column to the right, click the arrow pointing right .
- To remove the current column, click the circle between the arrows on the top border of the highlighted cell .
- To remove the current row, click the same circle on the left border of the highlighted cell .

Editing Cell Properties

➢ ***To configure the parameters of a cell:***

1 Place your mouse cursor in the desired cell.

2 Right-click on the cell and select **Cell Properties** from the context menu.

3 On the **Cell Properties** tab, you can set the following properties:

- **Width/Height**. Specify the width (in pixels, or percent from the original one) and height (in pixels) of the selected cell.

  Note: A cell is resized together with the row or column containing it.

- The content positioning options:
  - **Word Wrap**. When word wrap is enabled (the default option), a word which exceeds the cell width is automatically moved to the next line within the cell.
  - **Vertical Alignment/Horizontal Alignment.** Choose one of the provided options for horizontal (**Left**, **Right**, or **Center**) and vertical alignment (**Top**, **Middle**, **Bottom**, or **Baseline**).

    By default, the content is left and top aligned.
- Color options:
  - **Background Color**.
  - **Border Color**.

  To set the color, click **Select**, choose the desired color from one of the provided palettes and click **OK**.

4 Click **OK**.

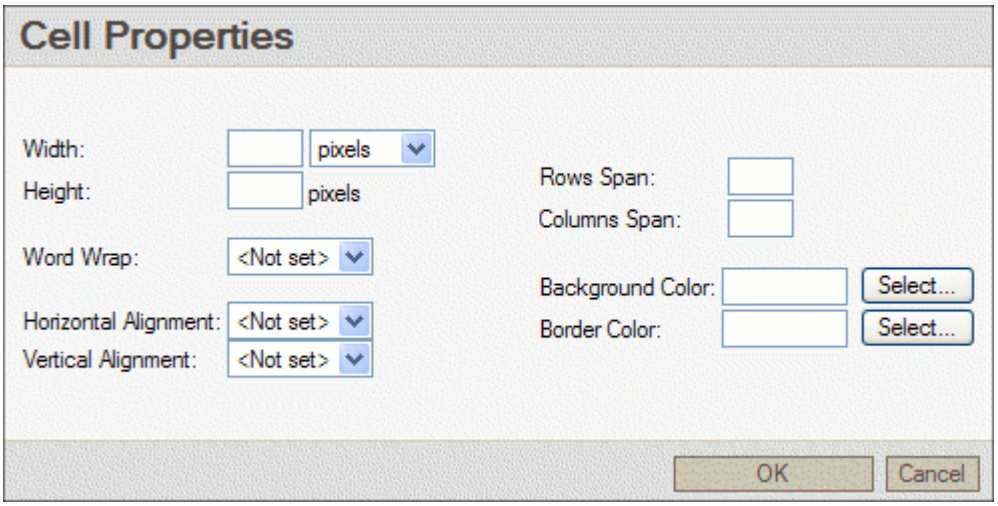

Figure 38: Editing Cell Properties

Merging Cells

Sometimes, you may need to unify several rows or columns with a single horizontal or vertical cell containing information common for these cells. To do this, you can either span one cell across several rows or columns, or merge several cells into one (horizontally or vertically). The difference between these two options is as follows:

- When you merge cells, they are united in a single cell. The content of the cells is merged as well.
- When you span a cell across several rows or columns, the cell is stretched, and shifts other cells together with their content to the right (when you span a row), or downwards (when you span a column).

➢ ***To merge cells:***

1 Select the cells you wish to merge.

To select the cells, left-click your mouse on the first cell you wish to merge and, holding down your mouse, drag it over other required cells. Alternatively, you can place your mouse cursor in the far right cell to be merged and press SHIFT + <- (left arrow) on your keyboard to select other required cells. The selected cells are highlighted in color.

2 Right-click on the table and choose **Merge Cells**.

For details on spanning cells, refer to section **Spanning Cell across Several Rows or Columns** (on page 68).

Spanning Cell across Several Rows or Columns

Sometimes, you may need to unify several rows or columns by a single horizontal or vertical cell containing information common for these cells. To do this, you can either span a cell across several rows or columns, or merge several cells into one (horizontally or vertically).

The difference between these two options is as follows:

- When you merge cells, they are just united in a single cell. The content of the cells is merged as well.
- When you span a cell across several rows or columns, the cell is stretched, and shifts other cells, together with their content, to the right (when you span a row), or downwards (when you span a column).

➢ ***To span a cell across several rows or columns:***

1 Place your mouse cursor in the desired cell.

2 Right-click on the table and select **Cell Properties** from the context menu.

3 On the **Cell Properties** tab:

- To span a cell across several rows, specify the number of rows in the **Rows Span** field.

- To span a cell across several columns, specify the number of columns in the **Columns Span** field.

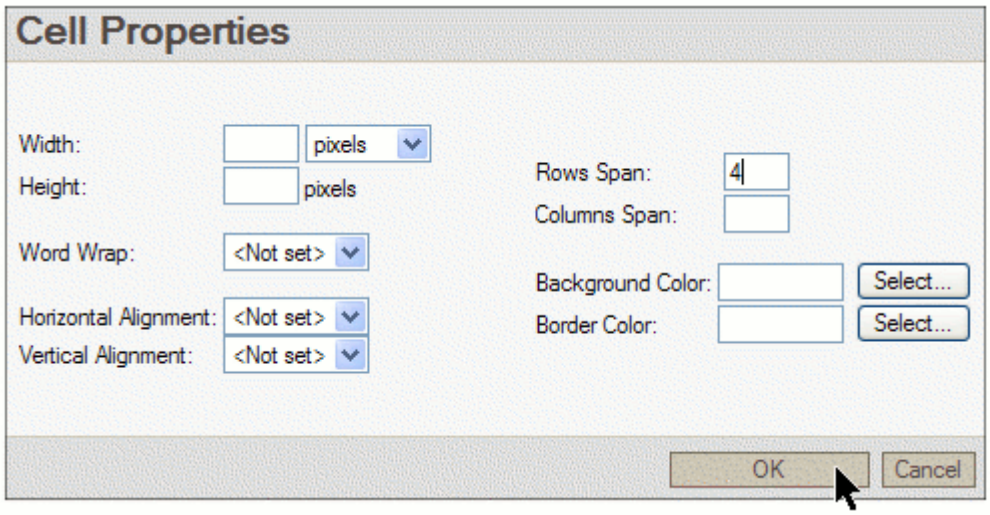

Figure 39: Spanning a Cell across Several Rows or Columns

For details on cells merging, refer to section **Merging Cells** (on page 67).

Splitting Cell

➢ ***To split a cell (horizontally):***

1 Place your mouse cursor in the cell you wish to split.

2 Right-click on the table and choose **Split Cell** from the context menu.

Later you can adjust the width of the new cells according to the instructions provided in section **Editing Cell Properties** (on page 67).

Adding Content to Table

Tables are often used for building web page layouts. When building your page on the basis of a table, you:

- Have more freedom in positioning elements on a web page
- Ensure that organized text is displayed correctly in all browsers and screen resolutions

Note: If you wish to use tables for organizing your content, set the table **Border Width** parameter to 0. For details on setting table parameters, refer to **Inserting Table** (on page 63).

Plesk Sitebuilder allows you to add all types of content to tables, including text, images, and block modules.

➢ ***To insert text in a table:***

1 Place your mouse cursor in the desired table cell.

2 Enter your text.

You can either

- Type in your text (see **Working with Text** (on page 41) for instructions on performing various formatting and other operations with the text)

or

- Paste it from the clipboard by right-clicking on the cell and choosing **Paste** from the content menu, or by using the keyboard shortcut (CTRL+V)

The table cell is resized to accommodate the text. If necessary, you can enable or disable the word wrap function; you can also set the text alignment in the cell. Refer to **Editing Cell Properties** (on page 67) for details on both these operations.

➢ ***To insert an image in a table:***

1 Place your mouse cursor in the desired table cell.

2 Insert the image as described in section **Inserting Image** (see page 55).

The table cell is resized to accommodate the image.

To insert a block module, click on the desired block module in the **Modules** section of the **Edit** page and, keeping down your mouse, drag it to the required table cell. For information on further modules setup, refer to **Working with Modules** (on page 70).

Removing Table

To remove a table from the page, right-click it and select **Delete Table** from the context menu.

Working with Modules

There are two types of modules you can configure in Plesk Sitebuilder Wizard:

- *Page modules*, or *special pages*. These modules are added to your site as separate web pages on the **Pages** step of the Wizard. There are the following special pages in Plesk Sitebuilder:
  - **Blog** (see page 73)
  - **Image Gallery** (see page 80)
  - **eShop** (see page 88)
  - **File Download** (see page 118)
  - **Flash Intro** (see page 119)
  - **Forum** (see page 120)
  - **Guestbook** (see page 128)
  - **Registration** (see page 132)
  - **External Page** (see page 138)

All page modules available in Plesk Sitebuilder are described in section **Types of Pages** (on page 31). For instructions on how to include special pages in your site structure, see section **Structuring Your Site** (on page 32).

- *Block modules*. These modules do not require dedicated site pages: they are inserted into ordinary HTML pages, and work as embedded functional blocks. There are the following block modules in Plesk Sitebuilder:
  - **Area Map** (see page 138). Allows you to insert fragments of geographical maps into site pages. You can choose between two third-party GIS engines: Google Maps API and Microsoft MapPoint Web Service.
  - **Feedback** (see page 143). Allows you to include a feedback form into the page.
  - **RSS Reader** (see page 148). Allows you to automatically load favorite news and information to you site from RSS news feeds (also called "channels").
  - **Script** (see page 150). Allows you to add custom PHP, Perl/CGI, JavaScript, DHTML or any other code to your web pages.
  - **Voting** (see page 152). Allows conducting polls and online surveys.
  - **Online Status Indicator** (see page 154). Allows you to place an icon showing your ICQ or Skype status on your site.
  - **SitePal** (see page 155). Allows adding SitePal speaking animated characters to your site.
  - **Site Map** (see page 159). Allows displaying a hierarchical visual model of the site structure to visitors.

Block modules are added and configured on the **Edit** step of the Wizard.

General rules for working with block modules are the following:

- You can add any number of block modules to a page.
- To insert a block module into the page, select the module icon in the **Modules** area on the right, click and drag it to the desired location on the page.

  To insert a block module in the beginning of the page, double click the module title in the **Modules** area.
- Block modules cannot be viewed directly on the **Edit** step. You can only configure block modules there. To preview block modules as they are displayed on your site, click **Preview**.
- To delete a block module from the page, click **Remove Module** on the block module dialog box.

For details on configuring each particular module, see the corresponding sections further in this guide.

For information on how to operate with lists of objects appearing on module management screens, refer to section **Working with Lists** (on page 14).

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Adding Maps 138
Adding Feedback Form 143
Adding RSS News Feeds 148
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Adding Blog

A blog is a publicly accessible personal diary or journal consisting of messages (posts) and visitors' comments. You can add a blog to your site and post your messages there. The visitors of your site can read your blog posts and leave their comments. If you have lots of posts in you blog, you can subdivide them into categories for convenience.

➢ ***To add a blog to your site:***

1 Go to the **Pages** step.

2 Select **Blog** in the **Special pages** box.

3 Click > .

You can add several blogs to your site.

➢ ***To proceed to setting up your blog:***

1 Go to the **Edit** step.

2 Select **Blog** in the **Site map** area.

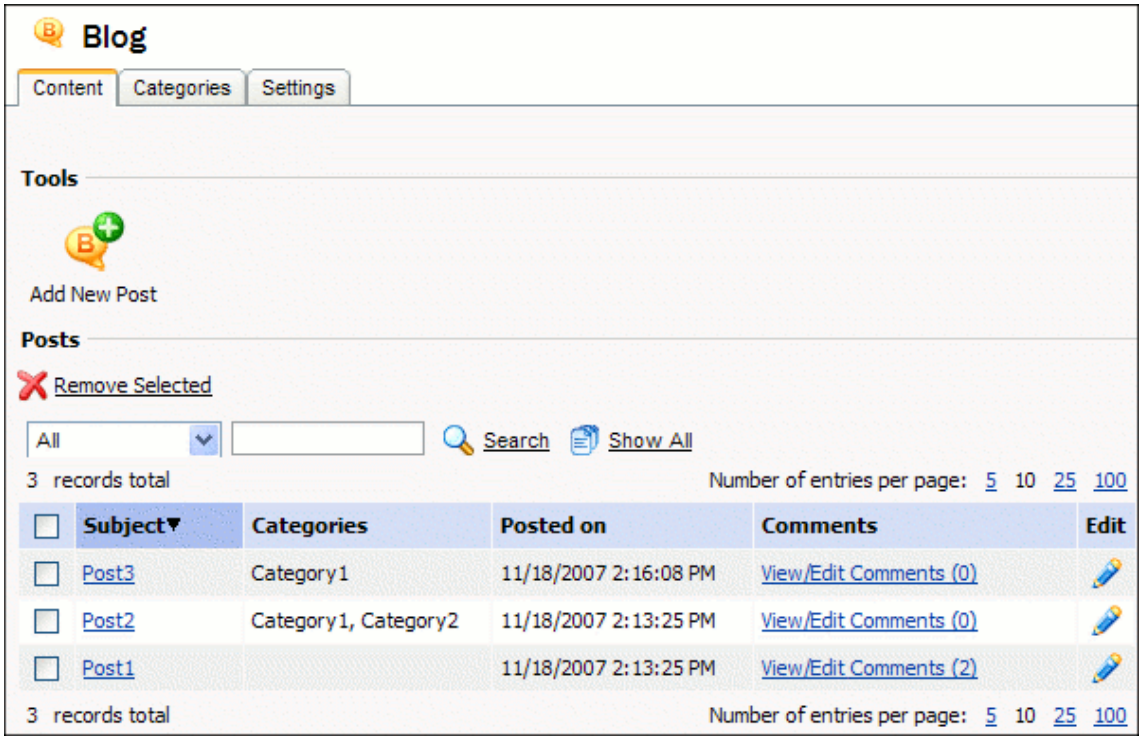

Figure 40: Blog Editor

In this section:

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Managing Posts in Your Blog

After you add a blog to your site, the next step is to fill it in with posts. The procedures of adding and managing your blog posts are described in the current section.

By default, the module contains two default blog posts, which you can **remove** (see page 75) or **edit as desired** (see page 75).

Posting to Your Blog

➢ ***To add a blog post:***

1 On the **Blog** page, go to the **Content** tab.

2 Click **Add New Post**.

3 Enter a post subject in the **Subject** field.

4 Enter the post text in the **Content** field.

If you wish to hide a part of your post under a cut, input it below the *%placeToCut* tag.

5 If you want to add an image to the post, click the **Insert/Edit Image** icon, navigate to the image file, click **Send it to the Server** and then click **OK**.

Optionally, in the **Alternative Text** field, and type the text to be displayed when a user hovers the cursor over the image.

6 Click **OK**.

By default, the blog contains two default categories. After you **add some new categories** (see page 77), or **edit the existing ones** (see page 78), you can refer the created post to the desired category, or to several categories.

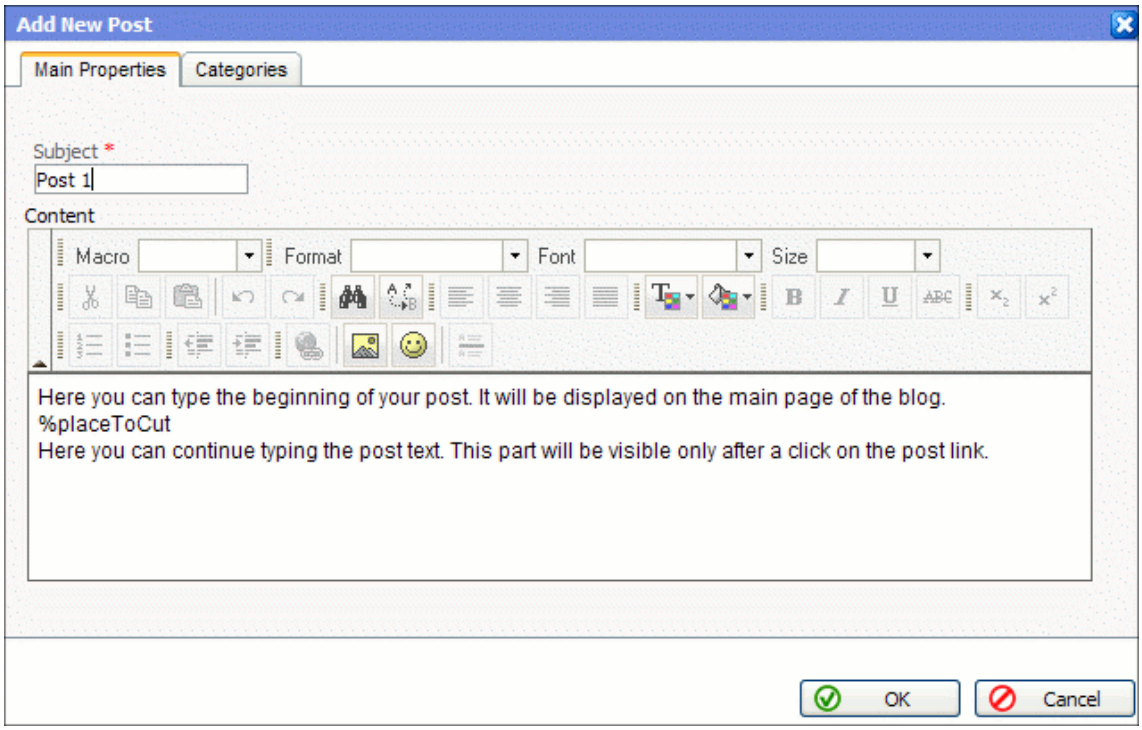

Figure 41: Posting to Your Blog

Editing Post

➢ ***To edit an existing blog post:***

1 On the **Blog** page, go to the **Content** tab.

2 Click the **Edit** icon beside the post you want to edit.

3 Edit the post as desired.

4 Click **OK**.

Removing Post

➢ ***To remove a post from the blog:***

1 On the **Blog** page, go to the **Content** tab.

2 Select the post you want to remove.

3 Click **Remove Selected**.

Managing Comments to Blog Posts

All your posted entries can be commented by your site visitors. You can edit and manage these comments, and add your own ones. The procedures of adding and managing your blog comments are described in the current section.

Note: To prevent automated computer generated spam comments, anonymous users will be required to enter a confirmation code to be able to comment on your blog.

Adding Comment

➢ ***To add a comment:***

1. On the **Blog** page, go to the **Content** tab.
2. Click **View/Edit Comments** beside the corresponding post.
3. Click **Add New Comment**.
4. Enter a comment subject in the **Subject** field.
5. Enter your name in the **Posted by** field.
6. Enter the text of the comment in the **Content** field.
7. Click **OK**.

To return to the list of posts, click **Back to Posts**.

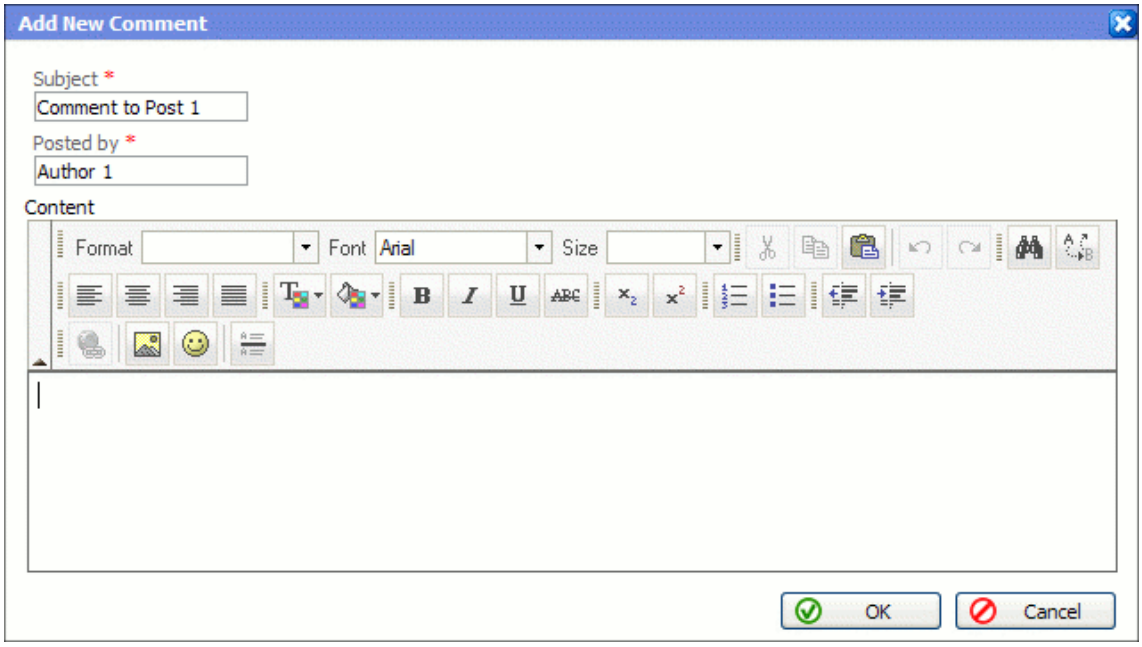

Figure 42: Adding a Comment to a Blog Post

Editing Comment

As a blog owner, you can edit both your own and your blog visitors' comments.

➢ ***To edit a comment:***

1 On the **Blog** page, go to the **Content** tab.
2 Click **View/Edit Comments** beside the corresponding post.
3 Click the **Edit** icon beside the comment you want to edit.
4 Edit the comment as desired.
5 Click **OK**.

To return to the list of posts, click **Back to Posts**.

Removing Comment

➢ ***To remove a comment:***

1 On the **Blog** page, go to the **Content** tab.
2 Click **View/Edit Comments** beside the corresponding post.
3 Select the comment you want to remove.
4 Click **Remove Selected**.

To return to the list of posts, click **Back to Posts**.

Managing Categories of Blog Posts

After you add some messages to your blog, you can group them by the discussed subject. In Plesk Sitebuilder, these subjects are referred to as categories. See the following sections to learn how to create and manage categories.

Sitebuilder offers two default blog post categories, which you can **remove** (see page 79) or **edit as desired** (see page 78).

Adding Category

➢ ***To add a category:***

1 On the **Blog** page, click the **Categories** tab.
2 Click **Add New Category.**
3 On the **Main Properties** tab, enter a name for the new category in the **Name** field.
4 If you want to provide a short description for the category, enter it on the **Description** tab.
5 Click **OK**.

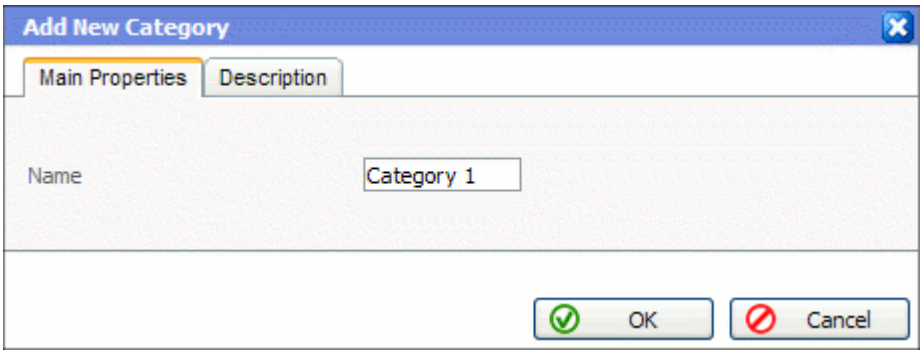

Figure 43: Adding a Category for Blog Posts

Editing Category

➢ ***To edit a category:***

1 On the **Blog** page, click the **Categories** tab.

2 Click the **Edit** icon beside the category you want to edit.

3 Edit the category properties as desired.

4 Click **OK**.

Changing Order of Categories

You can change the order of categories as they appear in your blog by moving particular categories up and down in the list.

➢ ***To move a category up or down in the list:***

1 On the **Blog** page, click the **Categories** tab.

2 Click an upward or a downward arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

➢ ***To remove a category:***

1 On the **Blog** page, click the **Categories** tab.

2 Select a category you want to remove.

3 Click **Remove Selected**.

Note: After a category is removed, all posts which have been assigned to it remain in the blog.

Setting Up Blog Appearance

➢ ***To set up the appearance of your blog:***

1 On the **Blog** page, click the **Settings** tab.

2 Enter the maximum number of posts on one blog page in the **Posts per page** field.

3 Enter the maximum number of comments to be displayed on one post page in the **Comments per page** field.

To preview your blog page appearance, click **Preview** at the bottom of the Plesk Sitebuilder window and go to the blog page of your web site.

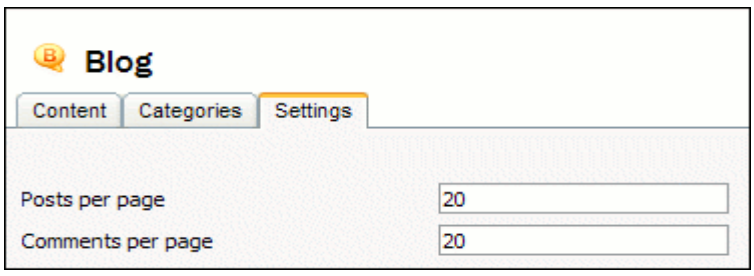

Figure 44: Setting Up Blog Appearance

Adding Image Gallery

The **Image Gallery** module allows you to place an image gallery or a series of photo albums on your site in an easy and comfortable way. You can upload images, describe and categorize them, set the order of images, etc.

➢ ***To add an image gallery to your site:***

1 Go to the **Pages** step.

2 Select **Image Gallery** in the **Special pages** box.

3 Click .

You can add several image galleries to your site.

➢ ***To proceed to setting up your image gallery:***

1 Go to the **Edit** step.

2 Select **Image Gallery** in the **Site map**.

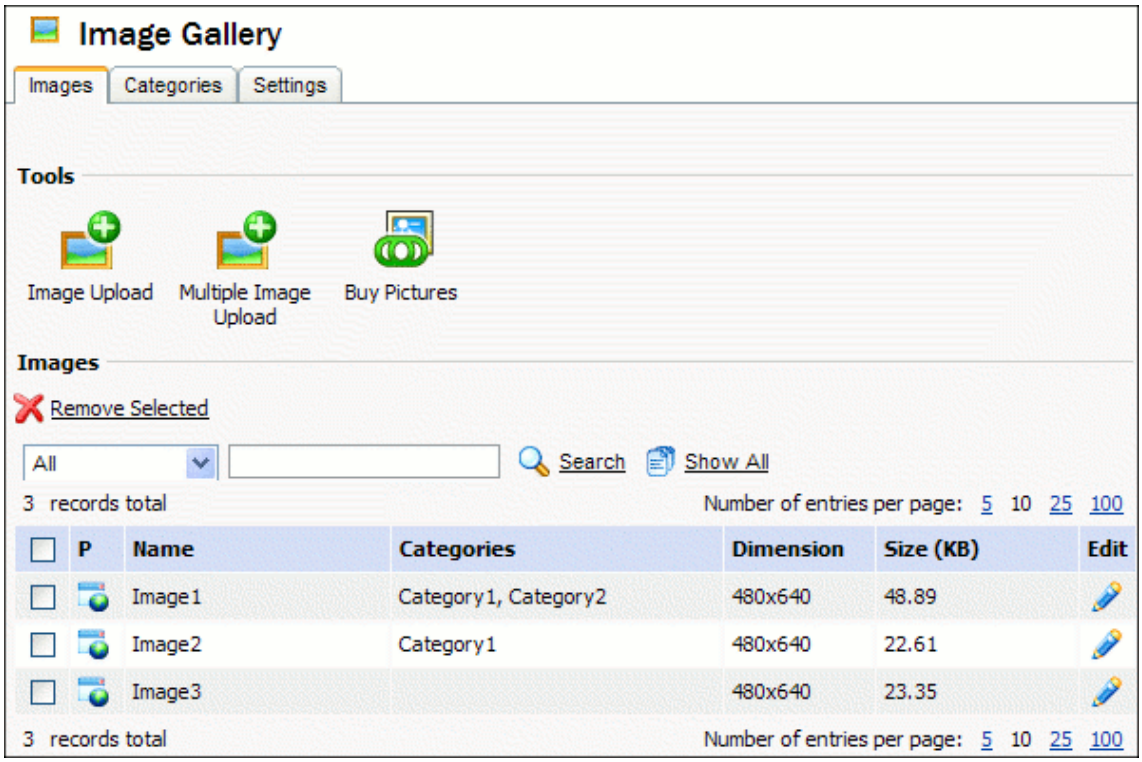

Figure 45: Image Gallery Editor

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Managing Images

After you add an image gallery to your site, the next step is to fill it in with images. The procedures of managing images are described in the current section.

Uploading Images

Plesk Sitebuilder Image Gallery supports images in *.jpg, *.gif, and *.png formats. To ensure correct operation of the module, we do not recommend uploading images of more than 3 MB in size.

➢ ***To upload several images:***

1 On the **Image Gallery** page, click **Image Upload** on the **Images** tab.

2 Locate the images you wish to upload in the provided **Image file** fields.

To locate an image, click the corresponding **Browse** button, navigate to the image file in your file system, and click **Open**.

3 Provide titles for the images in the corresponding **Name** fields.

By default, images are saved under the same names under which they are stored on your computer. If you wish to save them under different names, clear the check box **Use the file name as default image name** and specify the names you prefer.

4 To set the size of images as they appear in your gallery, select one of the options from the **Resize images** box.

The available options are:

- 1152x864
- 1024x768
- 800x600
- 640x480
- 480x360
- 360x270
- Do not resize

By default the 1024x768 image resize option is used.

5 Click **OK**.

You can view the list of images on the **Images** tab.

By default, the gallery contains two default categories. After you **add some new categories** (see page 85), or **edit the existing ones** (see page 86), you can refer the image to a desired category, or to several categories.

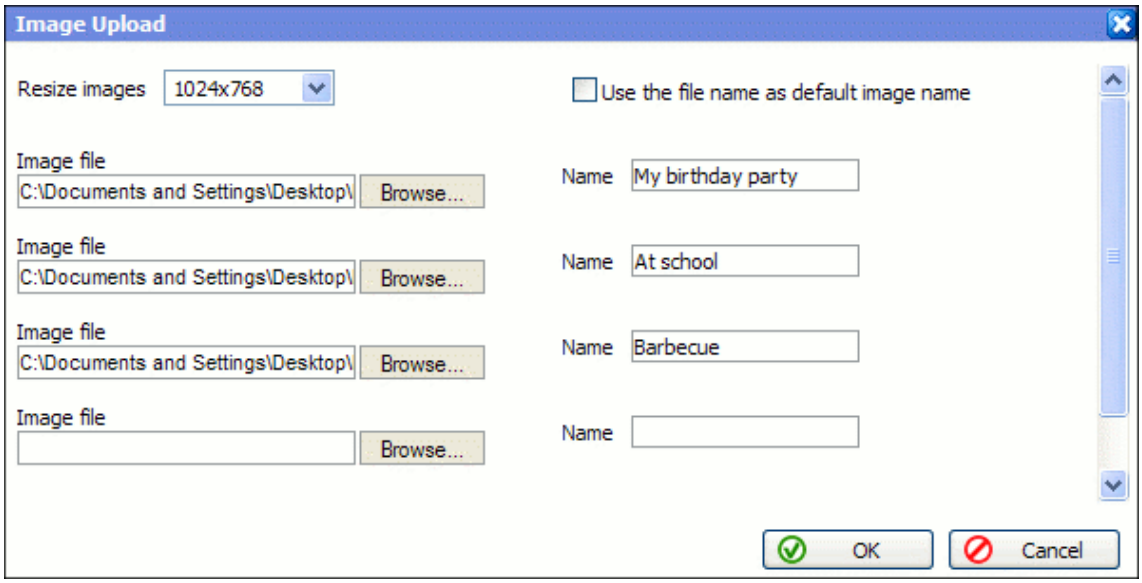

Figure 46: Uploading Images

Plesk Sitebuilder provides a possibility of batch image upload, allowing to publish many images at once. You can upload the images from your local file system, and perform a group resize operation on them. The maximum size of the batch is determined by the disk space on the publishing server and by the parameters of the network.

➢ ***To upload multiple images:***

1 Arrange the images you want to upload in one folder on your computer.

2 On the **Image Gallery** page, click **Multiple Image Upload** on the **Images** tab.

3 In the left frame of the **Multiple Image Upload** window, navigate to the required folder in your file system.

4 Select the images you want to upload in the work area of the screen.

When selecting images, follow these guidelines:

- To select or deselect an image, click it.
- To select all images in the folder, click **Select All**.
- To deselect all images, click **Deselect All**.

5 From the **Upload to category** list, select a category to refer images to:

- If you have already created a category for your images, select the required category from the list.
- If you want to create a new category for the images, select **Create new category** and type the category name in the field that appears.
- If you do not want to refer images to any category, select **No category**.

6 From the **Resize images** list, select the desired resizing option.

The available options are:

- 1024x768 px

- 800x600 px
- 640x480 px
- Do not resize.

7 Click **Upload**.

8 After the upload is complete, click **OK** on the progress bar and on the screen.

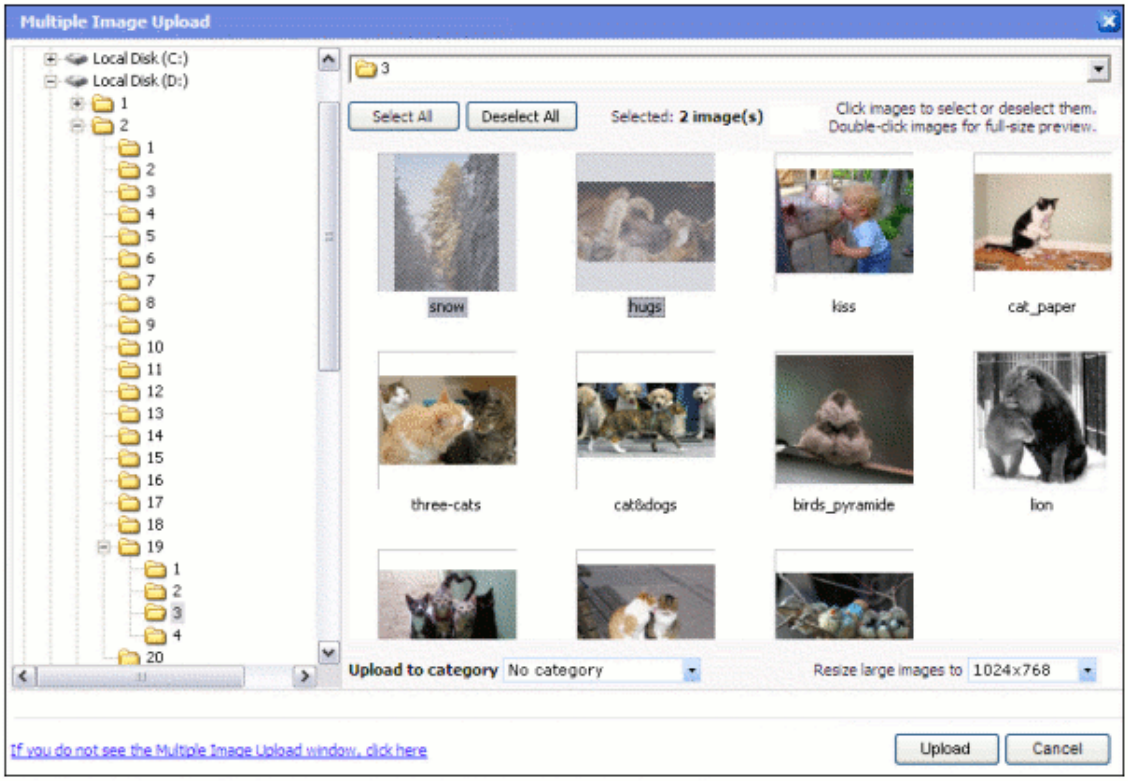

Figure 47: Uploading Multiple Images

You have an option of adding professional images from a worldwide stock images marketplace, **Fotolia** (http://www.fotolia.com/parallels/), to your gallery. Click **Buy Pictures** to proceed to the Fotolia web site, where you can browse the Fotolia gallery and buy images. As a Parallels customer, you have a 20% bonus when purchasing Fotolia images.

Previewing Images

➢ ***To preview an image:***

1 On the **Image Gallery** page, go to the **Images** tab.

2 Click the **Preview** icon against the image you want to preview.

The image opens in a new window.

Editing Image Properties

➢ ***To edit an image:***

1 On the **Image Gallery** page, go to the **Images** tab.

2 Click the **Edit** icon against the image you want to edit.

3 Configure the image parameters as desired.

4 Click **OK**.

Removing Images

➢ ***To remove an image:***

1 On the **Image Gallery** page, go to the **Images** tab.

2 Select the image you want to remove.

3 Click **Remove Selected**.

Managing Categories of Images

You can organize your images in photo albums, by arranging them in categories. One image may belong to one or several categories at the same time. Splitting images into categories is especially convenient when you have a large number of images. See the following sections to learn how to create and manage categories.

Plesk Sitebuilder offers two default categories, which you can **remove** (see page 87) or **edit as desired** (see page 86).

Adding Category

➢ ***To add a category:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Click **Add New Category**.

3 On the **Main Properties** tab, enter a name for the new category in the **Name** field.

4 If you want to upload an image to be displayed beside the category name, click **Browse**, select an image file on your computer and click **Open**, then click **Upload**.

The maximum image size is 100x100 px; larger or smaller images will be resized accordingly.

The uploaded image is displayed in the **Current image** area.

5 If you want to provide a short description for the category, enter it on the **Description** tab.

Site visitors see this description beside the category name.

6 Click **OK**.

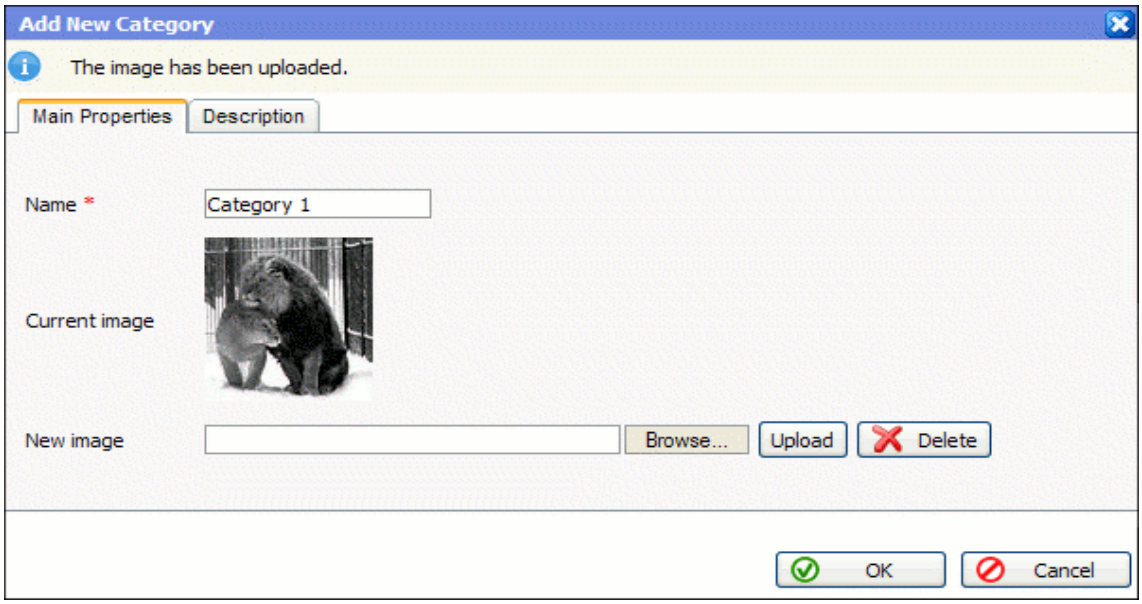

Figure 48: Adding a Category for Images

Editing Category

➢ ***To edit a category:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Click the **Edit** icon beside the category you want to edit.

3 Configure the category parameters as desired.

4 Click **OK**.

Changing Order of Categories

You can change the order in which categories appear in your gallery by moving particular categories up and down the list.

➢ ***To move a category up or down in the list:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Click an upward or a downward arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

➢ ***To remove a category:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Select the category you want to remove.

3 Click **Remove Selected**.

Note: After a category is removed, all images which have been assigned to it remain in the gallery.

Setting Up Image Gallery Appearance

➢ ***To set up image gallery appearance:***

1 On the **Image Gallery** page, click the **Settings** tab.

2 Configure the following settings:

- **Category image width** (px) - the width of the category image. When you set smaller width than the original one, the picture height is resized accordingly to keep the width-height ratio. You cannot set larger image width than the original one.
- **Image thumb width** (px) - the width of the image thumbnail.
- **Image thumb height** (px) - the height of the image thumbnail.
- **Preview width** (px) - the width of the image preview (opened by clicking on the image thumbnail). When you set smaller width than the original one, the picture height is resized accordingly to keep the width-height ratio. You cannot set larger image width than the original one.
- **Images per page** - the number of images to be displayed per page.

To preview your image gallery, click **Preview** at the bottom of the Plesk Sitebuilder window and go to the image gallery page of your web site.

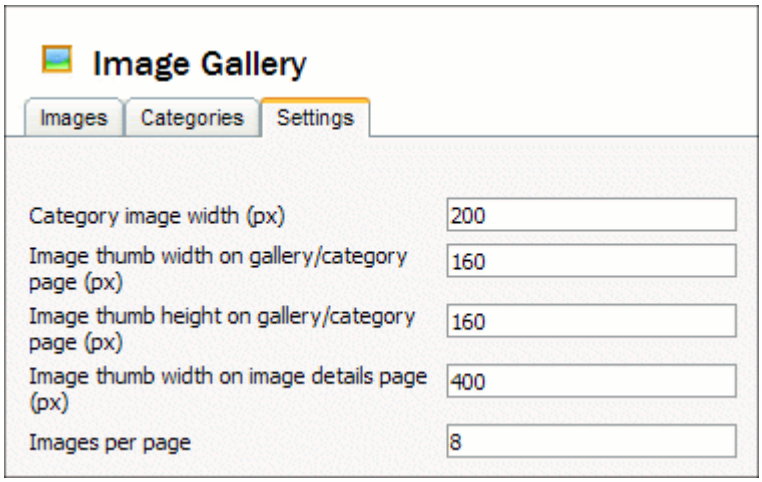

Figure 49: Setting Up Image Gallery Appearance

Adding Online Store

In Plesk Sitebuilder you can set up your own online store by adding the **eShop** module into your site.

You, as the online store owner, can offer your customers a feature-rich product catalog, accept online payments from buyers, and manage orders submitted by them. You can integrate your e-commerce resource with various payment gateways, so that customers can pay for their purchases using their credit cards.

➢ ***To add an online store to your site:***

1 Go to the **Pages** step.

2 Select **eShop** in the **Special pages** box.

3 Click .

You can set up several online stores on your site by adding as many eShop page modules to your site structure as necessary. Currency, payment settings, lists of categories and products you create in different eShop modules are independent of each other.

➢ ***To proceed to setting up your online store:***

1 Go to the **Edit** step.

2 Click **eShop** in the **Site map** area.

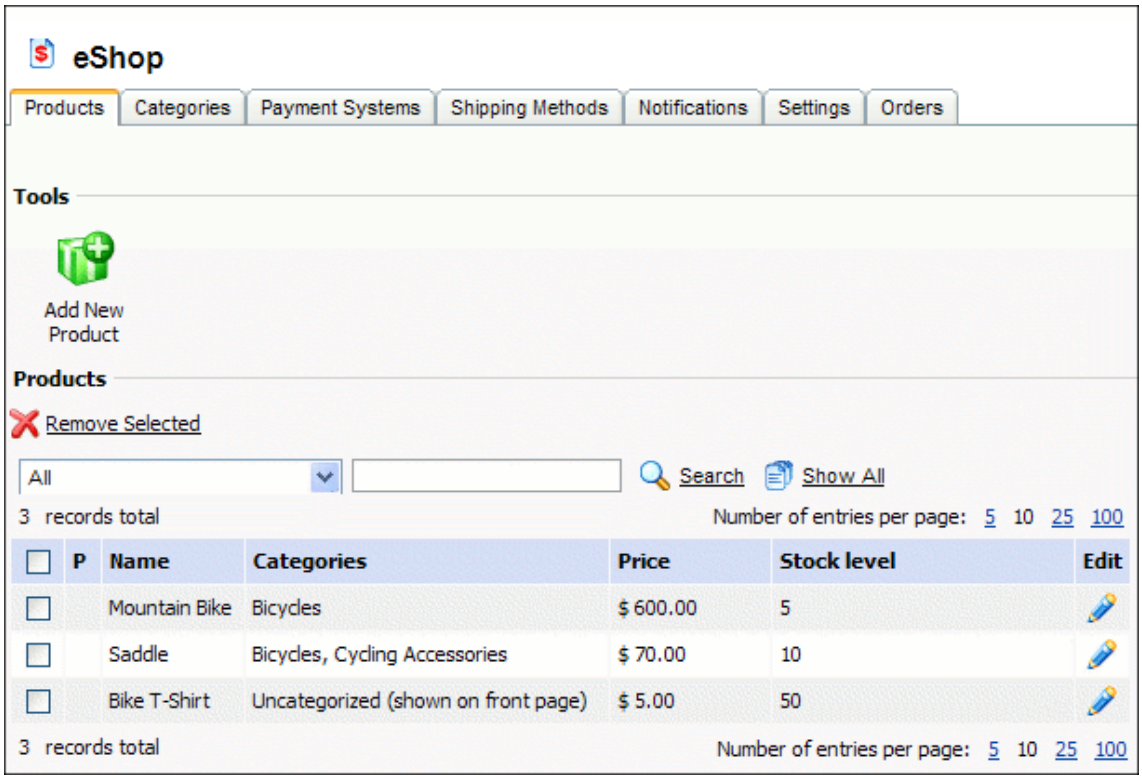

Figure 50: Online Store Editor

In this section:

Managing Products 89
Arranging Products in Categories 95
Setting Up Catalog Appearance 98
Configuring Payment Settings for Your Online Store 99
Specifying Terms of Service for Your Customers 105
Previewing Your Catalog 106
Setting Up Customer Order Notification 110
Making Your Catalog Searchable by Google 111
Supplying Your Product Catalog as RSS Feed 115
Managing Customers' Orders 117

Managing Products

After you add the eShop module to your site, the next step is to populate it with products. The procedures of adding and managing products are described in the current section.

In this section:

Adding Product to Catalog 90
Editing Product Properties 94
Removing Product 94

Adding Product to Catalog

On the **Products** tab you will find two default products, which you can **edit as desired** (see page 94), or **remove** (see page 94) from your catalog.

➢ ***To add a new product:***

1 On the **eShop** page, go to the **Products** tab.

2 Click **Add New Product**.

3 Enter the name under which the product is displayed in the catalog in the **Name** field.

4 Enter the product price in the **Price** field (it will be displayed to site visitors in the currency and format you select on the **Payment Systems** tab).

5 If you want to control the flow of goods as you ship them to customers and refill the stock, enter the quantity of this product on stock in the **Stock level** field.

(By default, stock level tracking is enabled in your eShop. If you do not wish to use this feature, you can disable it in your online store settings (**eShop** > **Settings** tab > **Enable stock level tracking** check box). Product stock quantity remains visible on the **Products** tab of your online store settings, but the quantity is not recalculated after you change the order status.)

The stock level calculation is performed according to the following rules:

- When your customer buys a certain quantity of products in your online store, the fact of the purchase does not affect the product quantity record. Only after you, as the online store owner, manually change the customer's order status to **Processed** or **Completed**, the quantity of items in the order is subtracted from the stock quantity record.
- If later you change either of these two statuses to any other order statuses in Plesk Sitebuilder (**Backorder**, **Failed**, **Cancelled**, etc.), the order quantity is added back to the quantity record.

Stock level is not shown to your online store customers: it is intended for your internal use only, so even if the quantity of the product turns to "0" (zero), your customers will still be able to buy the product in any quantity they choose.

6 If you do not wish to sell the product, just to display information about it, select the **Advertise only** check box.

Your e-shop buyers won't be able to add this product to their carts.

7 If you want to upload an image of the product, click **Browse**, navigate to the image file and click **Upload**.

You can open the full-size preview of this image by clicking on it. Later you can view this image by clicking the corresponding icon on the **Products** tab.

In your online store catalog, the image is shown as a thumbnail on the following pages:

- Beside the product name and description on the catalog page

- On the product page

The full-size image is opened upon clicking the thumbnail.

8 If you want to add a short description of the product, enter it in the **Brief description** text box.

The brief product description is displayed on the main catalog page, or on the page of the category the product belongs to.

9 If you want to accompany your product with a detailed description, enter it in the **Full description** text box.

The full product description is displayed on the product details page.

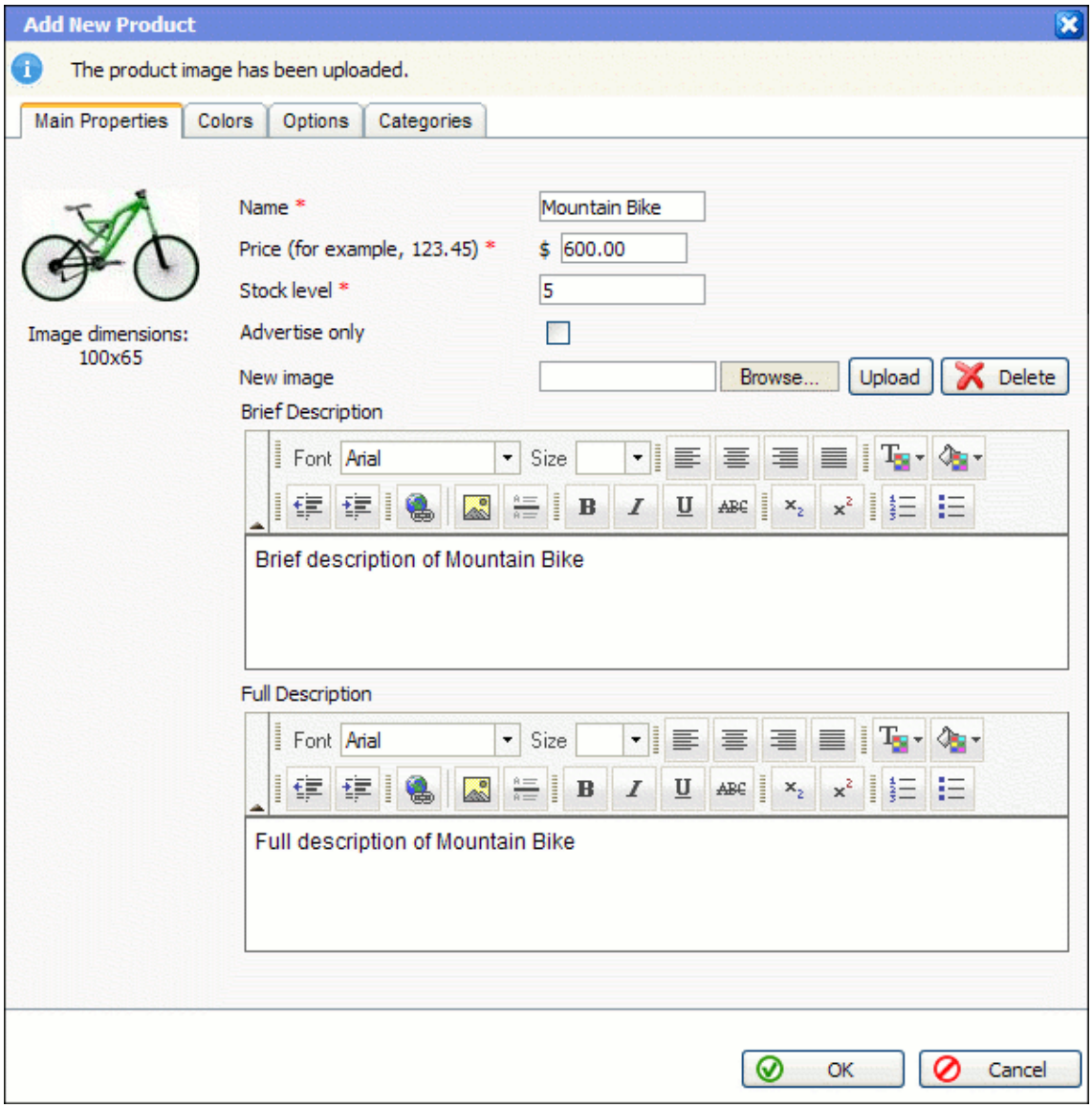

Figure 51: Adding a Product to Catalog

10 If you wish to specify several color options for the product, go to the **Colors** tab and click **Add New Color**.

- In the **Color name** field, specify a name that will be easy for you to associate with this color.

- Click the icon and choose a desired color from the palette. The color HEX code automatically appears in the **Color value** field.
- If you wish to upload a separate image illustrating the specified color modification of the product, click **Browse**, navigate to the image file and click **Upload**. The thumbnail is shown on the product page after a visitor clicks on the corresponding color icon.

  Note: If later you wish to remove the color modification image, click the **Reset to default image** shortcut for the corresponding color on the **Colors** tab. In the catalog, the main product image (the one from the **Main Properties** tab) is shown for this color modification.

- To set the order in which color options are displayed, use the upward and downward arrows.
- To remove a color option, click against the corresponding option.

  Available color options are shown both on the main catalog page and on the product page.

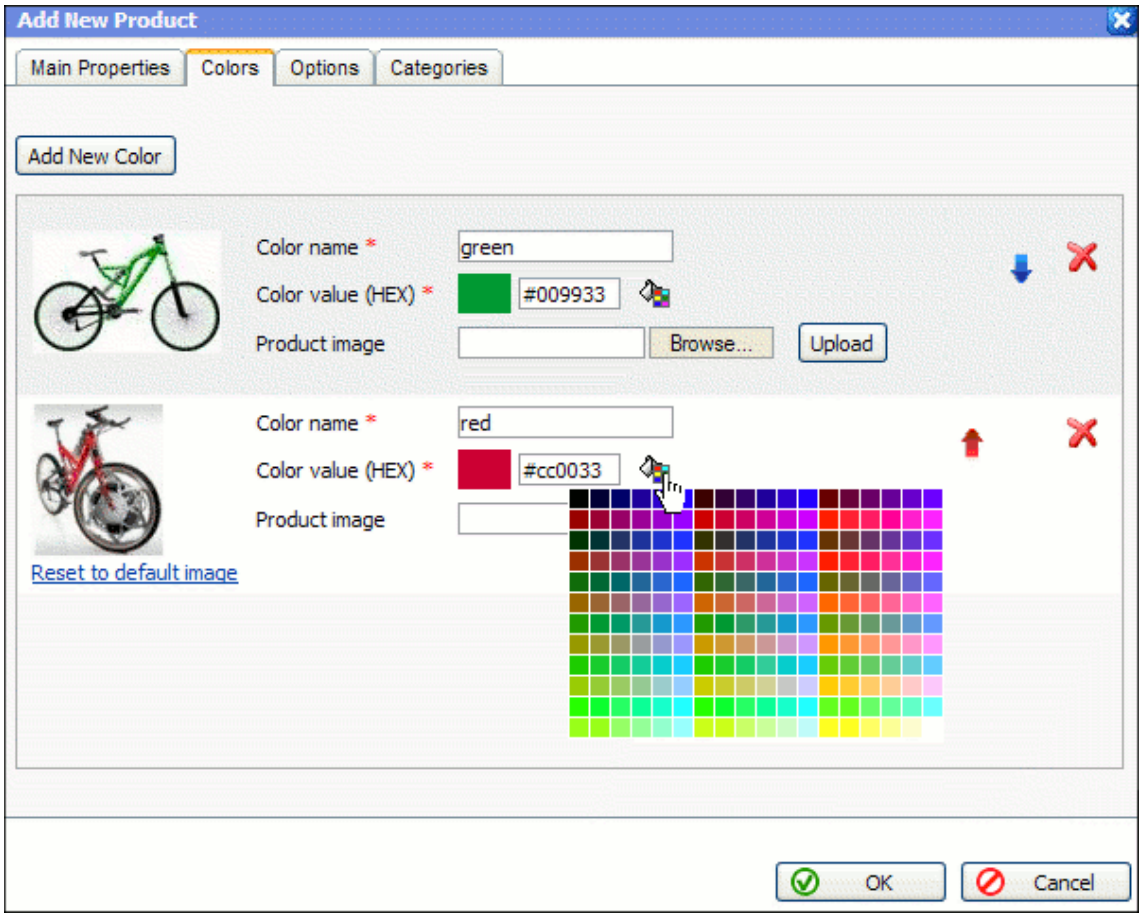

Figure 52: Adding Color Options for a Product

11 If you wish to specify other product options (such as size, manufacturer, etc.), go to the **Options** tab, select the option type from the drop-down list (**Apparel size**, **Shoe size** (**US**, **UK**, **EU**), or **Custom option**), and click **Add New Option**.

- For regular product options (**Apparel size**, **Shoe size** (**US**, **UK**, **EU**), Plesk Sitebuilder suggests default size values.

  Note: In the **Name in RSS feed** field, Plesk Sitebuilder automatically inputs a Google Base RSS 2.0 attribute. This attribute may be useful if later you wish to **upload your catalog to the Google Base service** (see page 111), to ensure your products rank higher in main Google searches.

  If you wish to **provide your product catalog as an RSS feed** (see page 115), you can input any XML tag which is understandable by the RSS reader used by the party you supply the feed to.

- For custom options, specify a name for the option in the **Name in catalog** field and enter modifications in the **Values** field (separated by comma or semicolon). If necessary, specify a Google Base attribute (see **Appendix** (on page 170)), or any XML tag in the **Name in RSS** field.

- To set the order in which options are displayed, use the upward and downward arrows.

- To remove an option, click against the corresponding option.

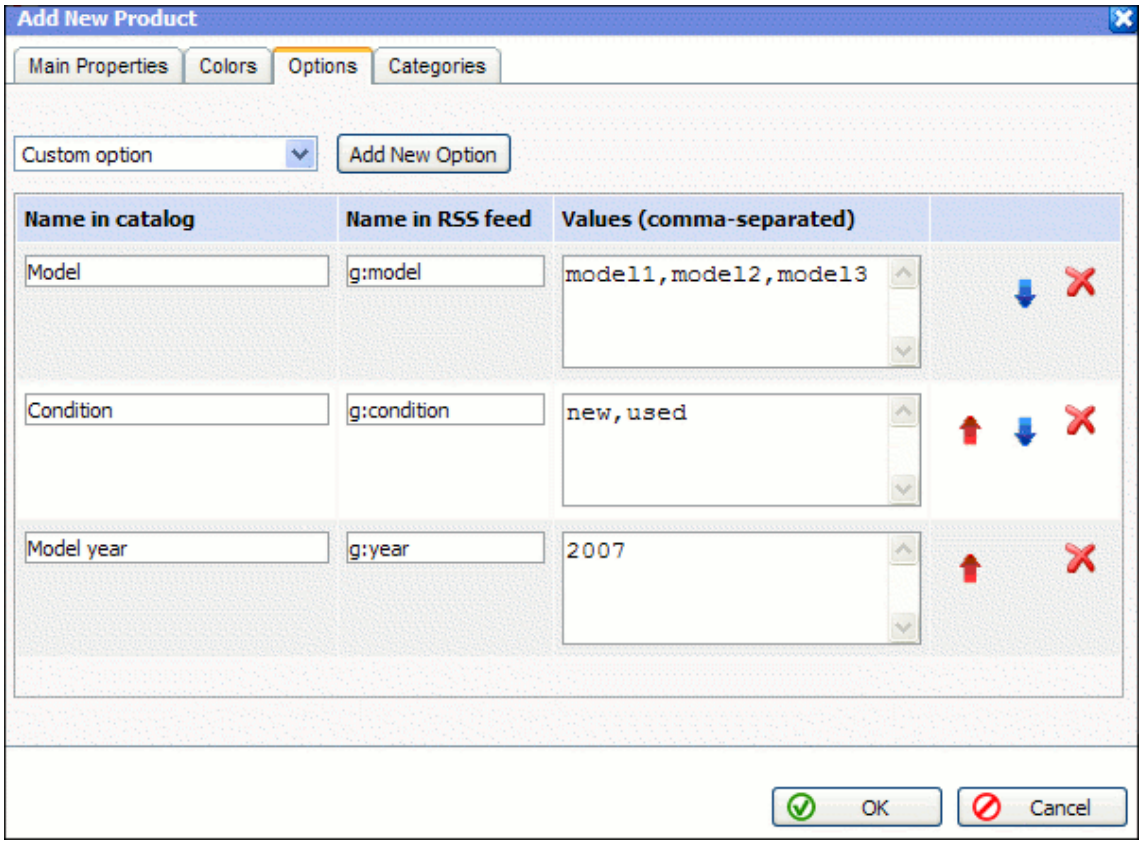

Figure 53: Adding Product Options

12 If you wish to refer a product to a category (or categories), go to the **Categories** tab and select the appropriate categories.

By default, the module contains two default categories. After you **add some categories** (see page 95) of your own, or **edit the existing ones** (see page 97), you can refer the created product to a desired category, or to several categories.

13 Click **OK**.

Editing Product Properties

➢ ***To edit the properties of a product:***

1 On the **eShop** page, go to the **Products** tab.

2 Click the **Edit** icon for the product you want to edit.

3 Edit the product properties as described in **Adding Product to Catalog** (on page 90).

4 Click **OK**.

Removing Product

➢ ***To remove a product from your online store:***

1 On the **eShop** page, go to the **Products** tab.

2 Select the product you want to remove.

3 Click **Remove Selected**.

Arranging Products in Categories

After you add a number of products to your e-shop, you may need to arrange them in categories, so that your customers could easily navigate in your catalog. On the **Categories** tab you will find two default categories, which you can **edit as desired** (see page 97), or **remove from your catalog** (see page 98).

For each product in your online store catalog, the following details are displayed to your site visitors:

- *Category name*. By clicking it a visitor proceeds to the category page.
- The *number of products* contained in the category, in brackets beside the category name.
- *Category image*, if uploaded.
- *Category description*.

By clicking the category name, your site visitor gets to the category page on which the following information is shown:

- *Category description*.
- A list of *products* contained in the category.

A customer can navigate back to the catalog by clicking the **Back to catalog** shortcut.

Read the current section to know how you can configure all these parameters for a category.

Adding Category to Catalog

On the **Categories** tab you will find two default categories, which you can edit as desired, or remove from your catalog.

➢ ***To add a product category:***

1. On the **eShop** page, click the **Categories** tab.
2. Click **Add New Category**.
3. Enter a name of the new category in the **Name** field.
4. If you want to make this category a subcategory of an earlier created category, select one from the **Parent category** list.

   You can create as many levels of categories hierarchy as you wish.

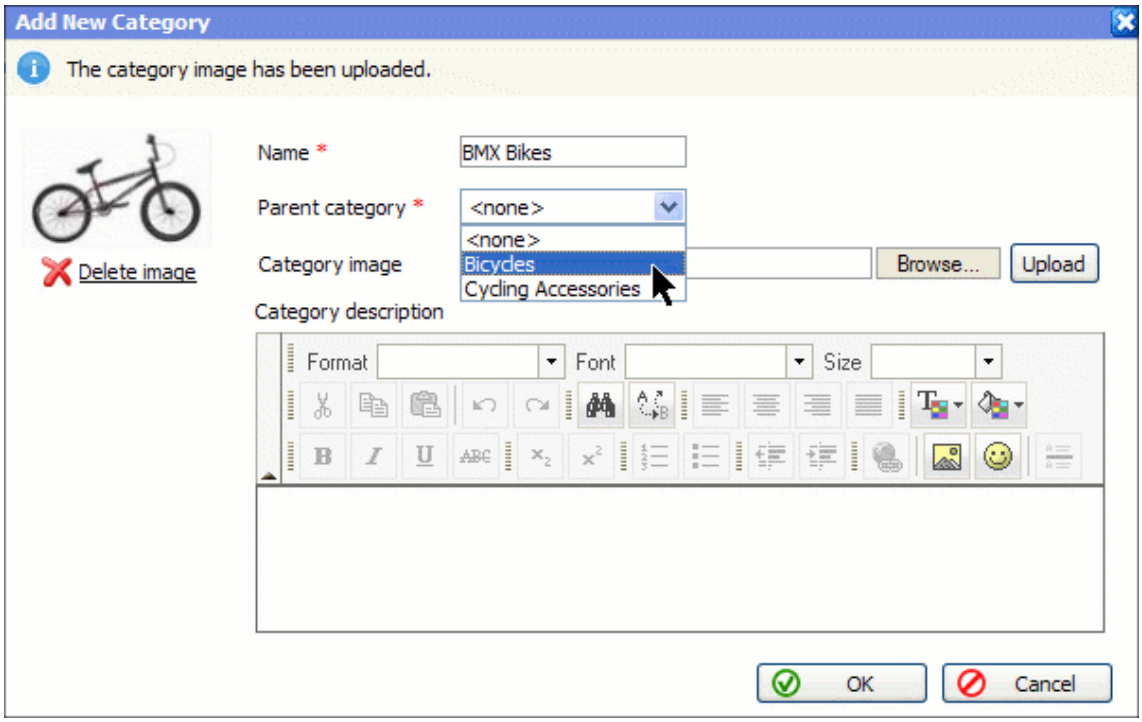

Figure 54: Creating a Subcategory

5 If you want to add an image that will be displayed beside the category name in the catalog, click **Browse**, locate an image file and click **Upload**.

Note: Later you can preview this image on the **Categories** tab by clicking the icon for the product in the **P** (preview) column. For categories for which no image has been uploaded, this icon is not displayed.

6 If you want to provide a short description for the category, enter it in the **Category description** text box.

7 Click **OK**.

Newly created categories appear in your eShop catalog in the order of their creation. For details about changing the order of categories in the catalog, see **Changing Order of Categories** (on page 98).

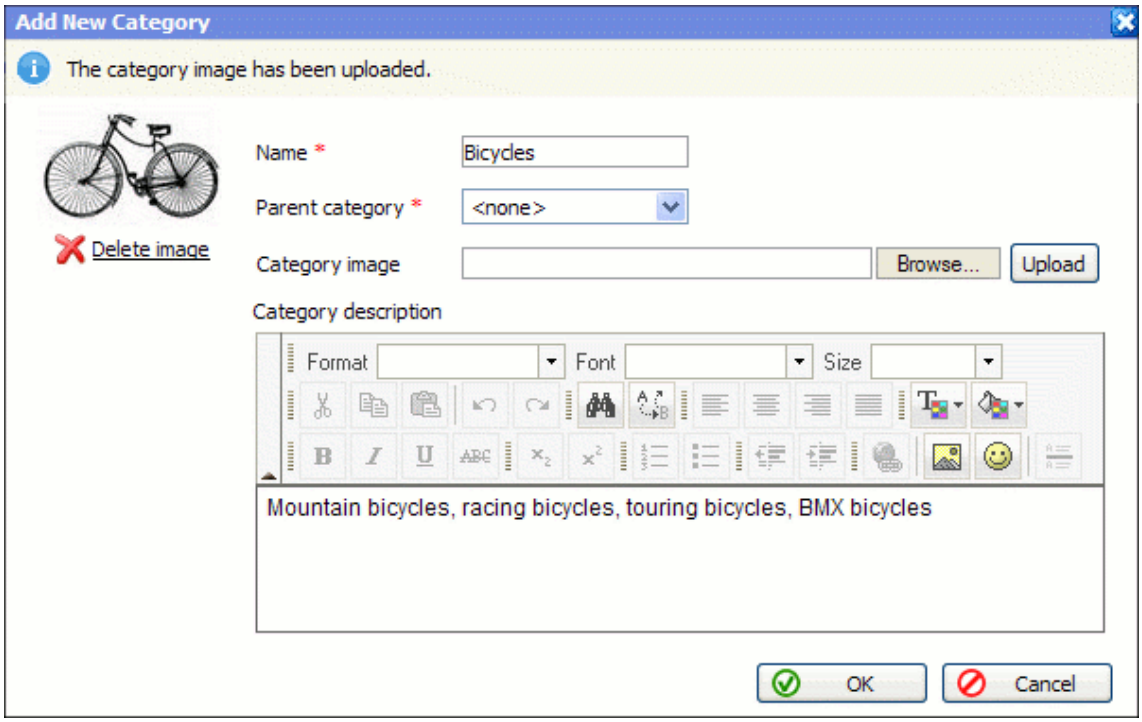

Figure 55: Creating a Category for Products

Editing Category

➢ ***To edit an existing category***

1 On the **eShop** page, click the **Categories** tab.

2 Click the **Edit** icon for the category you wish to edit.

3 Edit the category properties as desired.

4 Click **OK**.

Changing Order of Categories

You can change the order in which categories appear in your catalog by moving particular categories up and down in the list.

➢ ***To move a category up or down in the list:***

1 On the **eShop** page, click the **Categories** tab.

2 Click an upward or a downward arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories occupying the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

➢ ***To remove a category:***

1 On the **eShop** page, click the **Categories** tab.

2 Select a category you want to remove.

3 Click **Remove Selected**.

Note: When a category is removed, the products belonging to this category remain in the catalog. These products are displayed in the uncategorized list, unless they have been assigned to other categories.

Setting Up Catalog Appearance

The main page of your eShop displays the first page of the product catalog. To preview your catalog appearance, click **Preview** at the bottom of the Plesk Sitebuilder Wizard window and go to the online store page of your web site.

The catalog page is divided into two sections:

- The product categories section
- The uncategorized products list (products are shown one below another, in the order of their creation).

➢ ***To configure the appearance of your product catalog:***

1 On the **eShop** page, go to the **Settings** tab.

2 To customize the number of columns displayed in the categories list, select the desired value (from 1 to 5) from the field **Number of columns in the categories list**.

By default, categories are shown in two columns. To show categories one below another, like items in the uncategorized product section, set the number of columns to "1".

3 To define the number of products to be displayed on one page, select a desired value (from 5 to 55) from the **Number of products per page** list.

These settings apply to all product lists - to the list of uncategorized products shown on the front page of your online store, and to the list of products contained in each category. By default, 10 products per page are shown. You can set the number of products per page to 5, 15, 20, 25 and so on, up to 55.

4 To customize the order of sections on the catalog page, select either of the two options:

- **Show categories first** (selected by default)

OR

- **Show uncategorized products first**

5 If you wish to change the order of categories in your catalog, go the **Categories** tab and set the desired order using the upward or downward arrows.

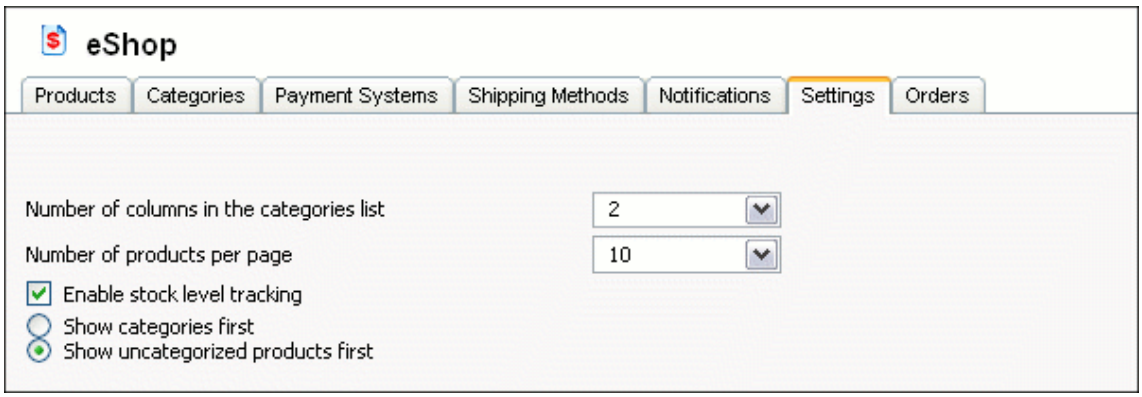

Figure 56: Setting Up Catalog Appearance

Configuring Payment Settings for Your Online Store

You can configure the following payment settings for your online store:

- Currency and price format
- Payment systems and shipping methods

In this section:

Setting Currency and Price Format 100
Configuring Payment Methods 101
Adding Shipping Costs 104

Setting Currency and Price Format

➢ ***To set currency and price format for your store:***

1 On the **eShop** page, go to the **Payment Systems** tab.

By default, the currency and price format of your online store are the same as for the whole site (set on the **Pages** step, in the **Site regional and language options** area).

2 If you wish to change the currency and price format, click **Change Currency Settings**.

3 Select a desired currency from the **Currency** list.

Note: When selecting currency, make sure it is supported by all payment gateways you wish to integrate with your online store.

4 If the currency symbol should go before the numeric value, enter it into the **Symbol on the left** field.

5 If the currency symbol should go after the numeric value, enter it into the **Symbol on the right** field.

6 Enter the decimal point (period or comma) to be used with prices into the **Decimal point** field.

Configuring Payment Methods

In Plesk Sitebuilder, you can offer your customers the following payment options:

- Offline payment options:
  - **Cash on delivery**. Payment is made, when a product is delivered to a customer.
  - **Check / Money order**. A customer issues a check or a money order that will be sent to you by regular mail.
- Online payment options:
  - **PayPal**
  - **Authorize.Net**
  - **WorldPay**
  - **BluePay**
  - **2Checkout.com**

This is the default list of available payment systems. Plesk Sitebuilder administrator can disable some of the payment systems and integrate a custom payment system to the **eShop** module.

To see the list of payment methods available to you, as the store owner, go to the **Payment Systems** tab on the **eShop** page of your Plesk Sitebuilder Wizard.

Using online payment options allows your online store buyers to pay using their credit cards. When a buyer selects an online payment system, he or she is asked to fill in the relevant payment details on the **Checkout** form. After the order is submitted, the transaction is processed by the payment gateway, and returned with a certain status (successful or unsuccessful), which automatically changes the order status in Plesk Sitebuilder to **Paid**, or **Failed**, correspondingly.

Note: For offline payment options, you need to change the order status manually.

To be able to use the online payment options on your site, you need to integrate these payment system gateways with your online store. In Plesk Sitebuilder, you do not need any programming or third party scripts to do this - you only need to register merchant accounts with the preferred payment systems and fill in your merchant account data in the appropriate fields in Plesk Sitebuilder.

At any moment later you can disable any of the payment methods you configure for your customers. When a payment method is disabled, it disappears from the shopping cart settings, with all integration settings remaining in the system in read-only format (grayed out). By default, all payment options, expect for **Cash on delivery**, are disabled.

Note: 1. Before registering with the provided online payment systems, refer to their web sites and make sure that the currency you chose for your online store is supported.

2. Requests to all online payment systems are executed only on published sites.

Configuring Check/Money Order Payment Method

➢ ***To customize check/money order settings:***

1. On the **eShop** page, click the **Payment Systems** tab.
2. To enable this payment option in your visitors' shopping carts, select the check box beside its name.
3. In the **Make payable to** field, enter the name of the person to whom funds will be sent.
4. In the **Send to address** field, enter the postal address where the check or order should be sent.

Configuring PayPal Integration

➢ ***To configure the PayPal payment system for your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **PayPal account (e-mail)** field, enter the e-mail address you use to log in to PayPal.

Note: Requests to PayPal server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to PayPal server is not executed.

Configuring Authorize.Net Integration

➢ ***To integrate Authorize.Net payment system in your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **Login** field, enter the login (user name) you use to log in to Authorize.Net.

4 In the **Transaction key** field, enter the transaction key used for encrypting data.

Note: Requests to Authorize.Net server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to Authorize.Net server is not executed.

Configuring WorldPay Integration

➢ ***To integrate WorldPay payment system in your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 Enter the Installation ID given to you by WorldPay.

Note: Requests to WorldPay server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to WorldPay server is not executed.

Configuring BluePay Integration

➢ ***To configure the BluePay payment system for your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **Merchant ID** and **Secret Key** fields, provide the corresponding data which you received from BluePay.

If you do not have a BluePay merchant account yet, you can get one directly from Plesk Sitebuilder. To do so, click the **Sign up now** shortcut and fill out the opened form. After you provide all required data and click **OK**, a Merchant ID and a Secret Key will be generated for you and will be automatically put into the corresponding fields on the **Payment Systems** tab.

If you do not see the **Sign up now** shortcut, it means that this option has been disabled by your Plesk Sitebuilder provider.

Note: Requests to BluePay server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to BluePay server is not executed.

Configuring 2Checkout.com Integration

➢ ***To configure the 2Checkout.com payment system for your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **Vendor account number** field, enter the login/user name you use to log in to 2Checkout.com.

4 Click **OK**.

Note: Requests to the 2Checkout.com server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to 2Checkout.com server is not executed.

Adding Shipping Costs

Plesk Sitebuilder allows you to add a shipping cost to the order total in your online store. You can specify a flat rate for each available delivery method or geographical area.

When placing an order in your online store, the customer chooses a shipping method on the checkout page (a required option), and the cost associated with the method is added to the order total.

If you do not specify any shipping method for your online store, the shipping method option does not appear on the checkout page.

➢ ***To add a shipping method:***

1 On the **eShop** page, click the **Shipping Methods** tab.

2 Click **Add New Shipping Method**.

3 On the **Main Properties** tab:

- Specify the method name in the **Shipping method** field
- Enter the delivery cost in the **Shipping cost** field

4 If you want to provide a short description of the method, enter it on the **Description** tab.

5 Click **OK**.

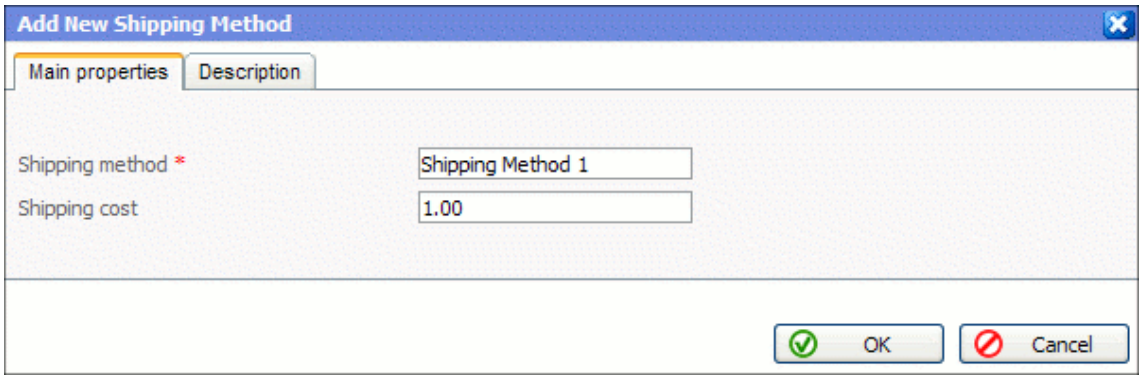

Figure 57: Creating a Shipping Method

Specifying Terms of Service for Your Customers

As the online store owner, you might want to report your terms of service to your customers - to clarify rights and responsibilities of both sides. These terms will be displayed after a customer clicks the **Checkout** button, on the order confirmation page. Also, you can accompany the text of your terms with a check box requiring customers to confirm their accepting of the terms.

➢ ***To specify your terms of service:***

1 On the **eShop** page, click the **Notifications** tab.

2 In the **Terms of Service** section, in **Caption** field, type the heading for the terms of service. It will be displayed in bigger and bold font above the terms text.

3 In the **Text** field, specify the text of your terms.

Until you provide your text in this field, no information you have specified on the **Terms of Service** tab is visible to your customers.

4 If you want your customers to confirm their understanding and acceptance of your terms, you can place a check box below the terms text. The label text for this check box you specify in the **Acceptance check box label** field. For example: *I have read and agree to the Terms of Service listed above*.

Customers will not be able to proceed with the order until they select the acceptance check box. If you leave this field empty, no confirmation is requested from your customers and no check box is displayed below your terms of service.

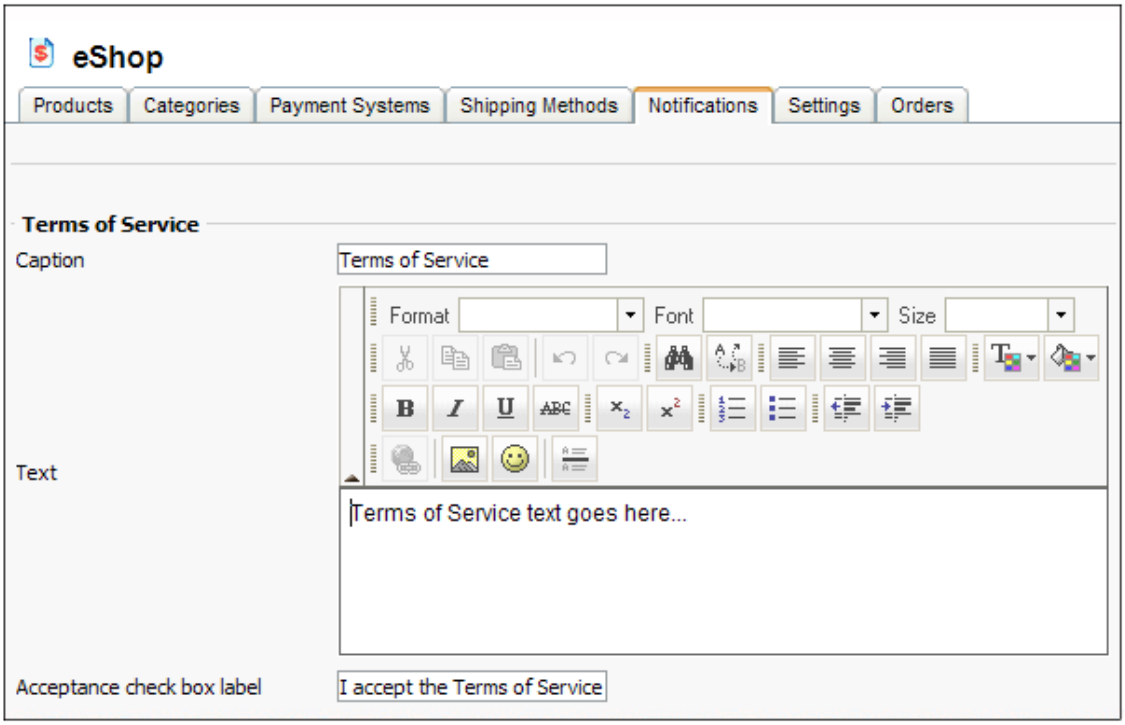

Figure 58: Specifying Terms of Service for Your Customers

Previewing Your Catalog

Once you add a product to your catalog, you can preview it and make a test purchase to see how your customers will navigate your online store and place their orders. To do so, click the **Preview** button at the bottom of Plesk Sitebuilder window and navigate to the online store page.

For each product, the following details are displayed to your site visitors:

- *Product name*. By clicking it a visitor proceeds to the product details page.
- *Product image thumbnail*, if uploaded. Clicking the thumbnail opens a full-size product image in the new window.
- *Brief product description*, if specified.
- *Product color options*, if specified (displayed as square icons of appropriate color).
- *Other options* of the products, if specified (for example, size).
- *Product price*, given in the currency of your online store (see **Setting Currency and Price Format** (on page 100)).

If the product is set as an "*advertise only*" item and its price is set to ' 0 ' (zero), price is not shown for this product. For sellable products with zero price, price is shown as ' 0.00 '.

- Actions available for the product:
  - For products which have no color and other options specified - the **Add to Cart** and **Buy** buttons.
  - For products which allow several options to choose from - the **Select and Buy** button, which leads to the product page.

  If the product is set as an "*advertise only*" item, no action buttons are displayed.

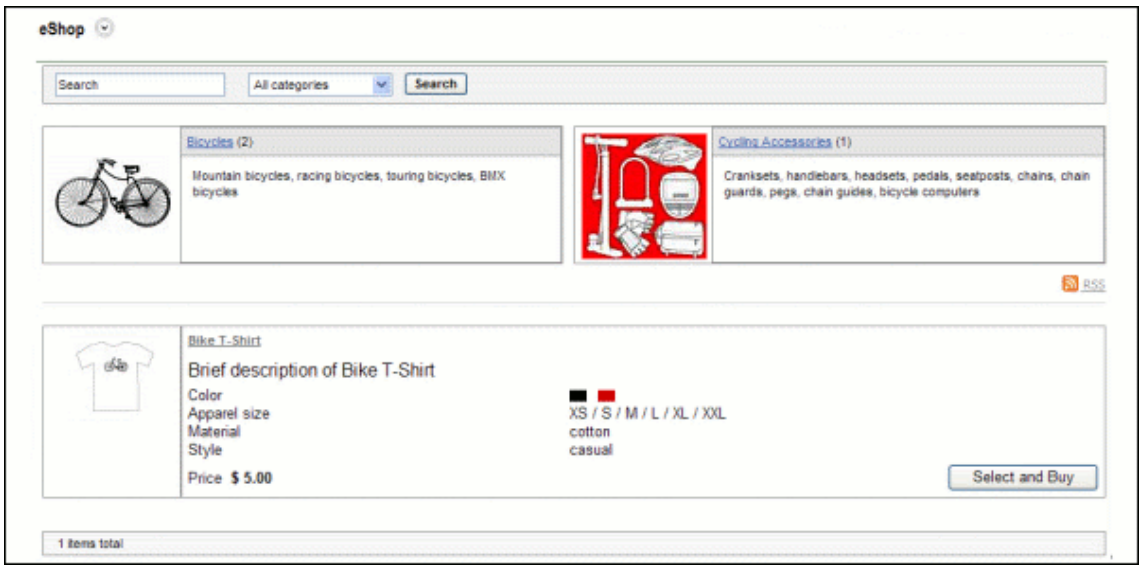

Figure 59: Catalog Front Page

By clicking the product name, your site visitor gets to the product page on which the following information is shown:

- *Product name*.
- Product image thumbnail, if uploaded. Clicking on the thumbnail opens a full-size product image in the new window.
- *Full product description*.
- *Product color options*, if specified. For each color option, your visitors will see:
  - A clickable icon of appropriate color. Clicking an icon will display the image of the product in this color modification (if uploaded).
  - The color name you specified while adding this color option.
- *Other options* of the product, if specified. Each option is shown as a drop-down list from which visitors select a desired value.
- *Product price*.
- The **Add to Cart** and **Buy** buttons.
- The **Back to catalog** shortcut.

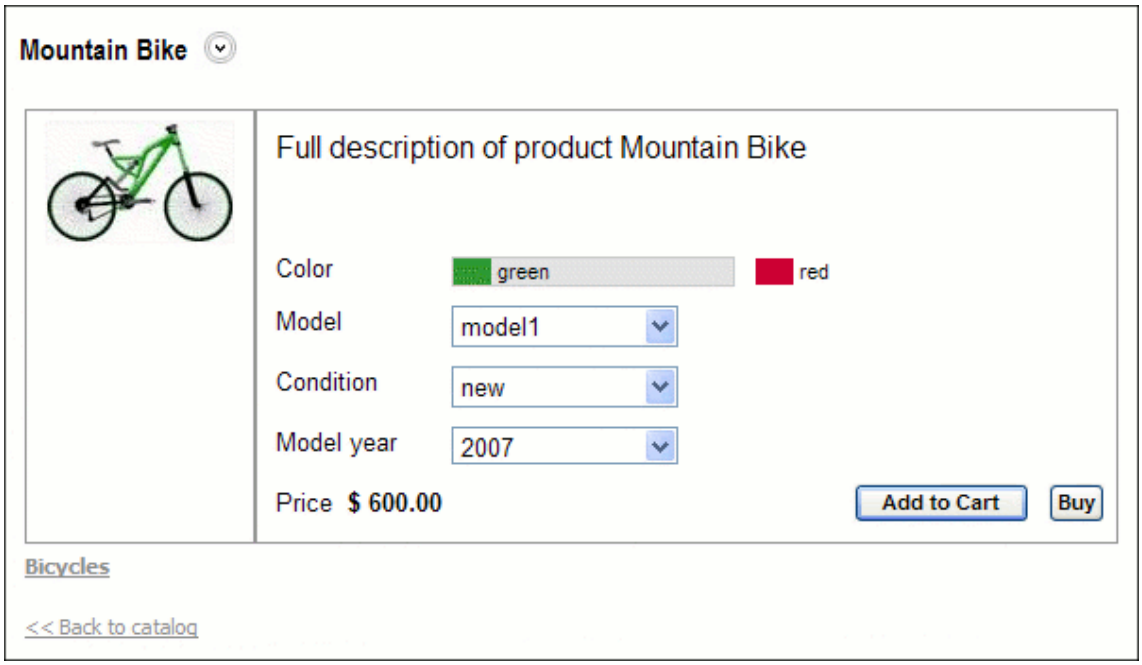

Figure 60: Product Details Page

When your customers click **Add to Cart** for a certain product in the catalog, this product is added to their shopping cart. Having filled the cart, customers click **Buy** to proceed to the shopping cart itself and actually purchase the items.

The first page of your shopping cart displays the following details:

- For each product: the product name and color/other options, price per item, quantity, and the product subtotal (quantity x price). Customers can specify any quantity for each product they want to purchase, or, if necessary, delete items from the shopping cart by clicking **Delete** or by setting "0" in the **Quantity** field.
- The order total (without shipping).

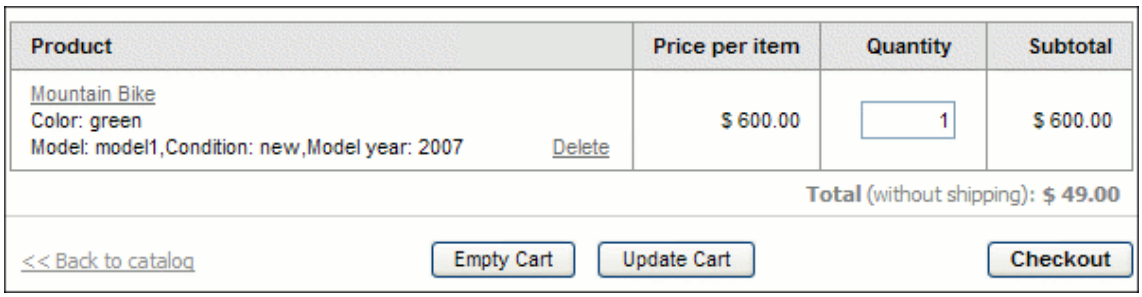

Figure 61: Precheckout Page

On the second page of the cart, your buyers are asked to fill in their contact information, select a payment method and a shipping cost (if you have previously specified any shipping costs).

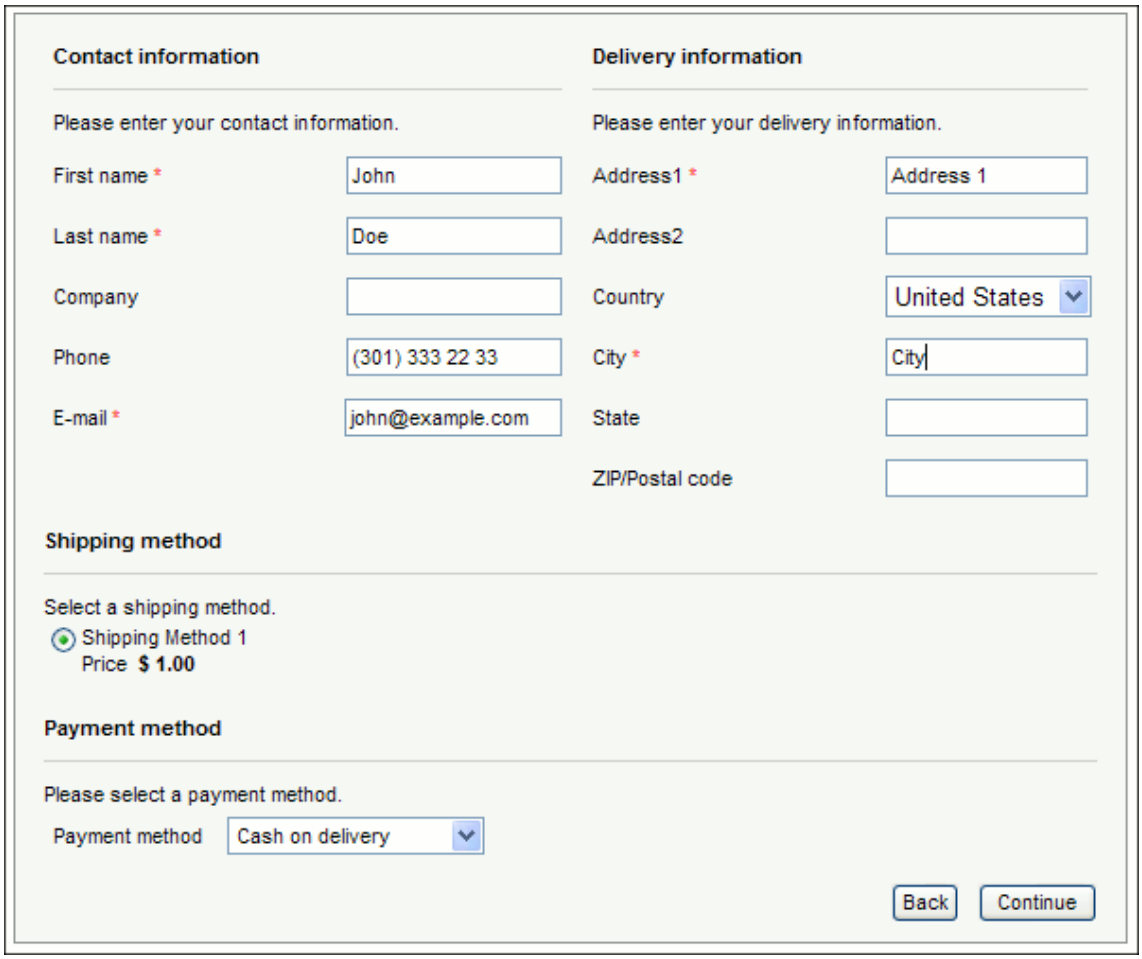

Figure 62: Checkout Page

On the last page of your shopping cart, a buyer sees their full purchase details, including the shopping cart contents, contact details, selected payment and shipping methods. The buyer can edit any of these data. If you, as the online store owner, have specified your Terms of service, they are also displayed on this final page.

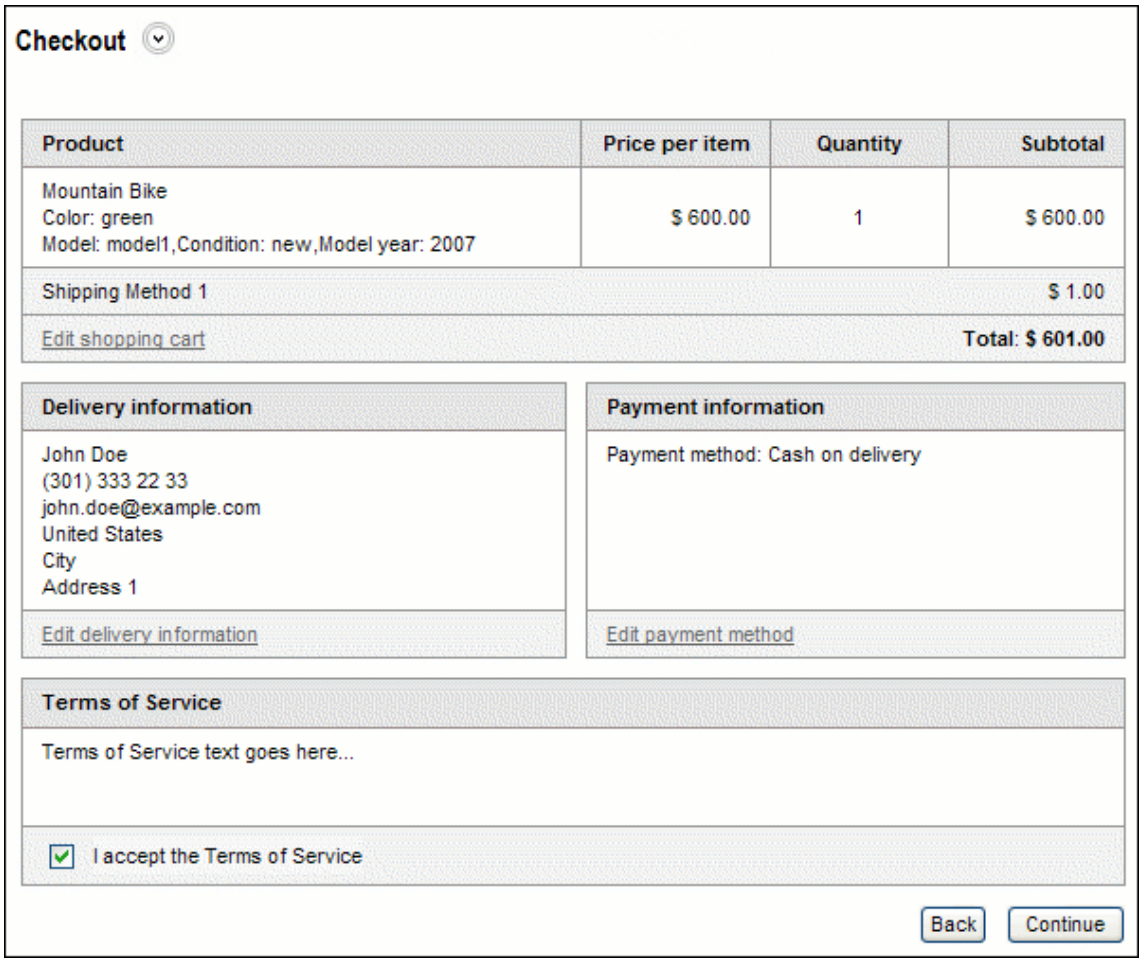

Figure 63: Final Checkout Page

By clicking **Continue** buyer completes the purchase. An order is placed in Plesk Sitebuilder (with a **New** status), order confirmation is sent to the customer's e-mail, and a payment transaction is initiated (in case one of the online payment options was chosen).

Setting Up Customer Order Notification

You can customize automatic order confirmation message sent to your buyers by Plesk Sitebuilder.

➢ ***To set up order notification message:***

1 On the **eShop** page, go to the **Notifications** tab.

2 In the **E-mail** field, enter the e-mail to be displayed in the **From** field of the notification e-mail.

3 In the **Subject** field, enter the subject of the notification e-mail.

4 In the **Message** field, enter the text of the notification e-mail.

You can insert the following macros into the body of the notification message:

- Site URL

- The shopping cart contents

To insert these macros, choose them from the **Macro** list on the WYSIWYG panel.

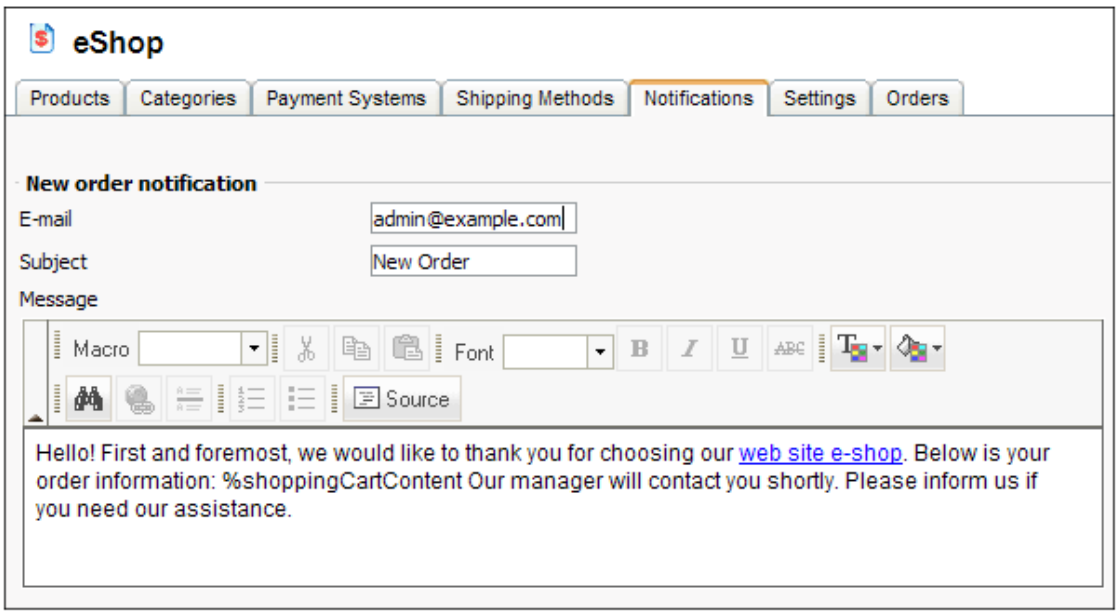

Figure 64: Setting Up Customer Order Notification

Making Your Catalog Searchable by Google

Submitting information about your products to Google Base will make your catalog searchable on **Google Product Search** (http://www.google.com/products), **Google Maps** (http://maps.google.com/) and on the main **Google web search** (http://www.google.com/).

To submit a catalog to Google Base means to upload an XML file containing the information about your products to your Google Base account. Creating such a file does not require any XML knowledge because Plesk Sitebuilder will automatically convert all information from your catalog into RSS 2.0 XML file fully compatible with Google Base requirements.

In this XML file, Plesk Sitebuilder puts the following information about each your product: product name, the category a product belongs to, full product description, price, quantity on stock, color, other options (size, etc.), and a link to the product page. Regular product options, such as **Apparel size**, and **Shoe size** (**US**, **UK**, **EU**), are automatically indexed with the corresponding Google Base attribute (*g:size*). If you have specified some custom options for your products (such as *country of origin*, *dimensions*, *manufacturer/brand name*, etc.), and wish to make your catalog searchable by them as well, you will need to index these options manually as described in **Indexing Custom Product Options** (see page 114).

To submit your catalog to Google Base, use the Bulk Upload option. Google Base allows you to upload up to 100000 items per bulk upload, with a maximum file size of 20MB. If you wish to upload a larger file, **contact Google Base for assistance** (http://base.google.com/support/bin/request.py). Prior to uploading information to Google Base, we recommend to make sure that your online catalog information complies with the Google Base **Program Policies** (http://base.google.com/support/bin/answer.py?answer=61118&topic=2906).

To upload your catalog to Google Base, you need a Google account. If you do not have a Google account yet, click **here** (https://www.google.com/accounts/NewAccount) to register one.

➢ ***To submit your catalog to Google Base:***

1 Open your site preview and go to the online store page.

2 Right-click the **RSS** link on the catalog page and select **Save Target As...** (in Internet Explorer), or **Save Link As...** (in Mozilla Firefox) from the context menu and save the file with `.xml` extension.

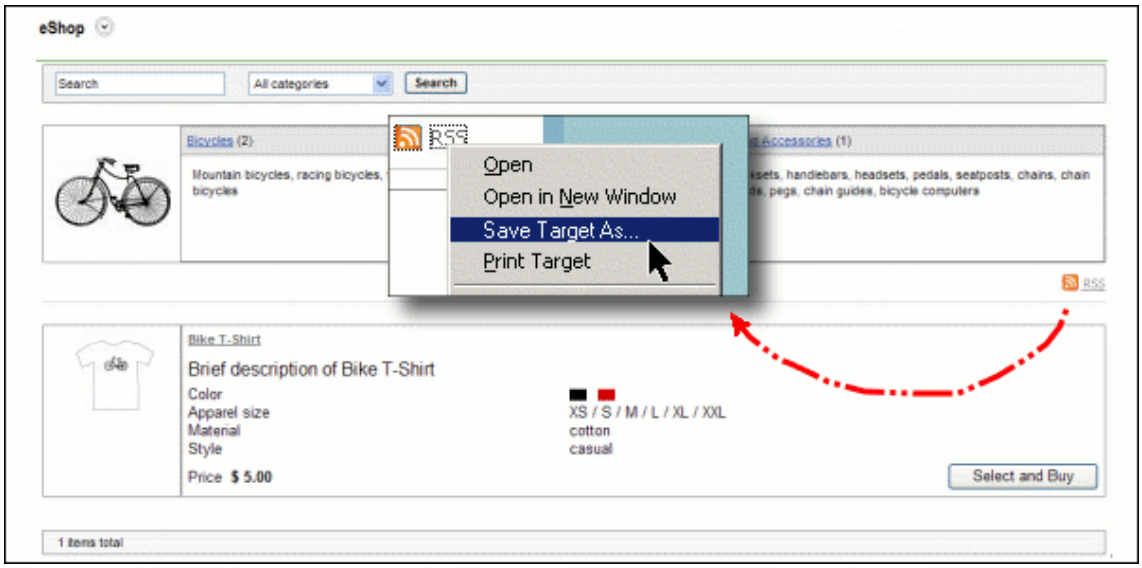

Figure 65: Submitting Your Catalog to Google Base. Step 1.

Note: In Internet Explorer, specify any arbitrary name in the **File name** field, and leave the default option **XML Document** selected in the **Save as type** field.

In Mozilla Firefox, specify the file name in format *filename*`.xml` in the **File name** field, and select **All Files** from the **Save as type** field. Having saved the file, make sure that it keeps the `.xml` extension.

3 Open the **Bulk Upload Instructions** page on **Google Base web site** (http://base.google.com/support/bin/answer.py?answer=59537&hl=en) and click the **Get started: register and submit your bulk upload** link at the bottom of the page.

4 On the **About Me** page, you will be asked to provide the **Display name**, **Description** (optional) and **Website URL** (optional) to be displayed on your Google Base account page.

By default, the **Display name** field contains your e-mail address specified at Google account registration. You may leave this default value as is, leave the optional fields blank and proceed. If later you wish to specify or edit this information, go to the **Settings** tab of your Google Base account page, specify the information and click **Save Changes** at the bottom of the page.

5 Click **Next** to continue.

6 On the **Specify a Bulk Upload** page:

- Enter any arbitrary name for the uploaded file in the **File name** field. Under this name the file will appear on the **Bulk Upload** tab of your Google Base account page.

  Note: The file name must also end with the `.xml` extension. The file name may contain Latin characters and numbers only, and may not contain spaces.

- Select the **Item type** (the type of items in your online catalog) from the provided drop-down box, or specify your custom item type.

7 Click **Register bulk upload file and continue to formatting instructions** at the bottom of the page.

8 On the **Format your Products** page, click **I'm done formatting my file. Continue to upload.**

All basic formatting of your catalog is done automatically by Plesk Sitebuilder. For instructions on specifying RSS attributes for additional product options (such as size, country of origin and other parameters), read section **Indexing Custom Product Options** (on page 114).

9 On the file upload page, click **Browse**, locate the catalog file in your local file system and click **Upload and process this file**.

The Google Base dashboard will show status **Processing bulk upload file** for your file.

Items submitted via bulk upload are indexed within 24 hours. After the file is successfully processed, the file status turns to **Success**, denoting that your catalog items are now searchable by Google.

If the page shows status **Bulk upload failure**, click the **See details and get help** link for troubleshooting instructions. Try fixing the issue and re-uploading the file (by clicking the **delete this file** link and repeating the bulk upload procedure).

In this section:

Indexing Custom Product Options.....114

Indexing Custom Product Options

Prior to submitting your product catalog to Google Base, consider indexing the relevant custom options for each of your products. You can specify option attributes in one of the following formats:

- Regular Google Base attributes marked with the "g:" prefix (*g:made_in*, *g:width*, etc.)

Custom attributes you can create in Google Base, starting with the "c:" prefix Attributes from namespaces other than g: and c: are not allowed.

➢ ***To index your product properties with regular Google Base attributes:***

1 On the **eShop** page, click the name of the product you wish to index the properties for.

2 On the **Options** tab, in the field **Name in RSS feed**, specify a corresponding Google Base attribute for each relevant product option.

For regular eShop options, such as **Apparel size**, and **Shoe size** (**US**, **UK**, **EU**), the corresponding Google Base attribute (*g:size*) is specified automatically by Plesk Sitebuilder.

Note: Specify the full RSS attribute name, without the brackets (for example, *g:made_in*).

For a list of Google Base tags, refer to **Appendix** (on page 170). The full list of option tags is available on the **Google Base web site** (http://base.google.com/support/bin/answer.py?answer=59451&hl=en).

3 Click **OK**.

If you do not find the attribute that properly describes your product option in the list of regular Google Base attributes, you can create a custom one. For detailed information on creating custom Google Base tags, refer to **Google Base web site** (http://base.google.com/support/bin/answer.py?answer=59558&hl=en).

Note: The possibility to specify data type for an option is not supported by Plesk Sitebuilder. You specify the namespace prefix and the tag name only; the data type is set to its default value - **String**, which allows inputting any arbitrary text string containing any characters (except for line breaks).

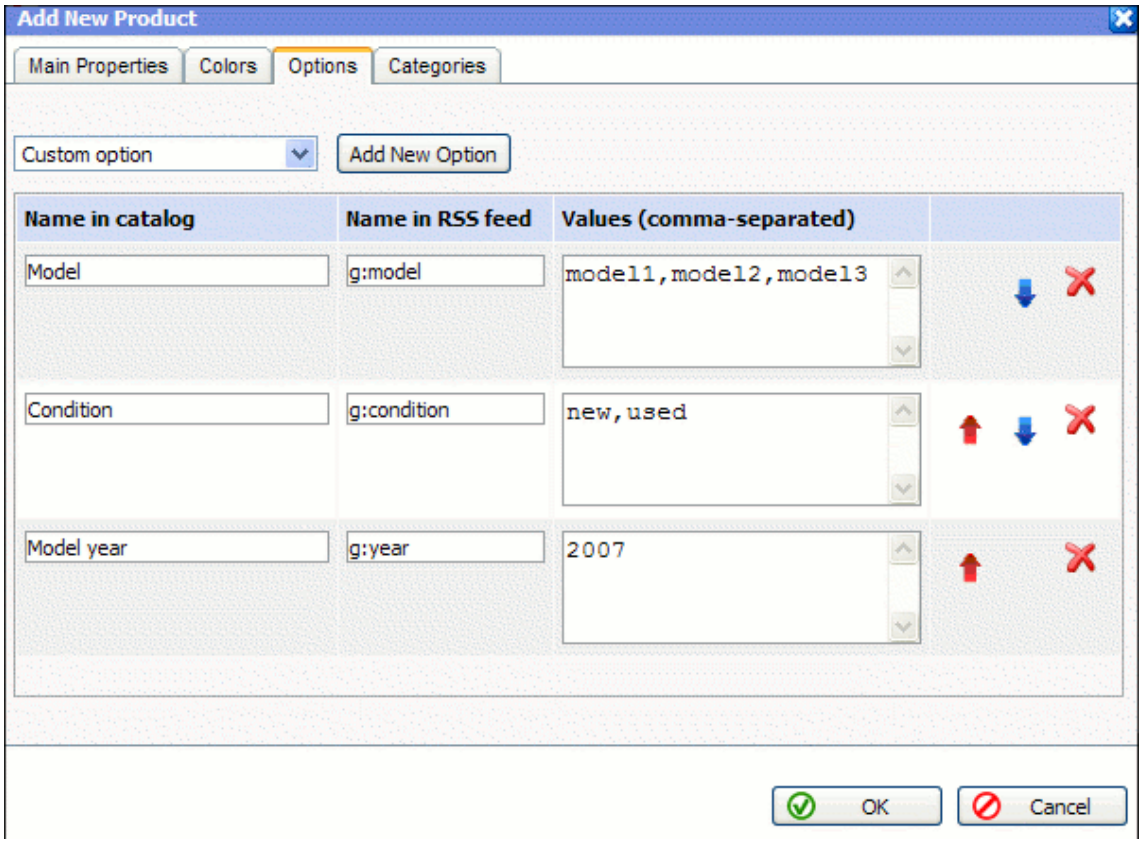

Figure 66: Adding Product Options

Supplying Your Product Catalog as RSS Feed

Subscribing to your catalog RSS feed enables the customers to browse your product offerings and check for updates on a regular basis. Converting the contents of your online store catalog to RSS 2.0 format is done automatically by Plesk Sitebuilder: the **RSS** button is placed on the front page of your online store and by clicking this button, the customers proceed to a page where they can subscribe to your catalog RSS feed. The same **RSS** button is also shown on each category page, allowing your customers to monitor certain product categories only.

In Internet Explorer starting from version 7.0, the subscription is done by adding your feed to the browser's Favorites Center. In Mozilla Firefox, your customers will be suggested to subscribe either by adding your feed to their bookmarks or by using one of proposed RSS reader applications (Google, My Yahoo, Bloglines, and other).

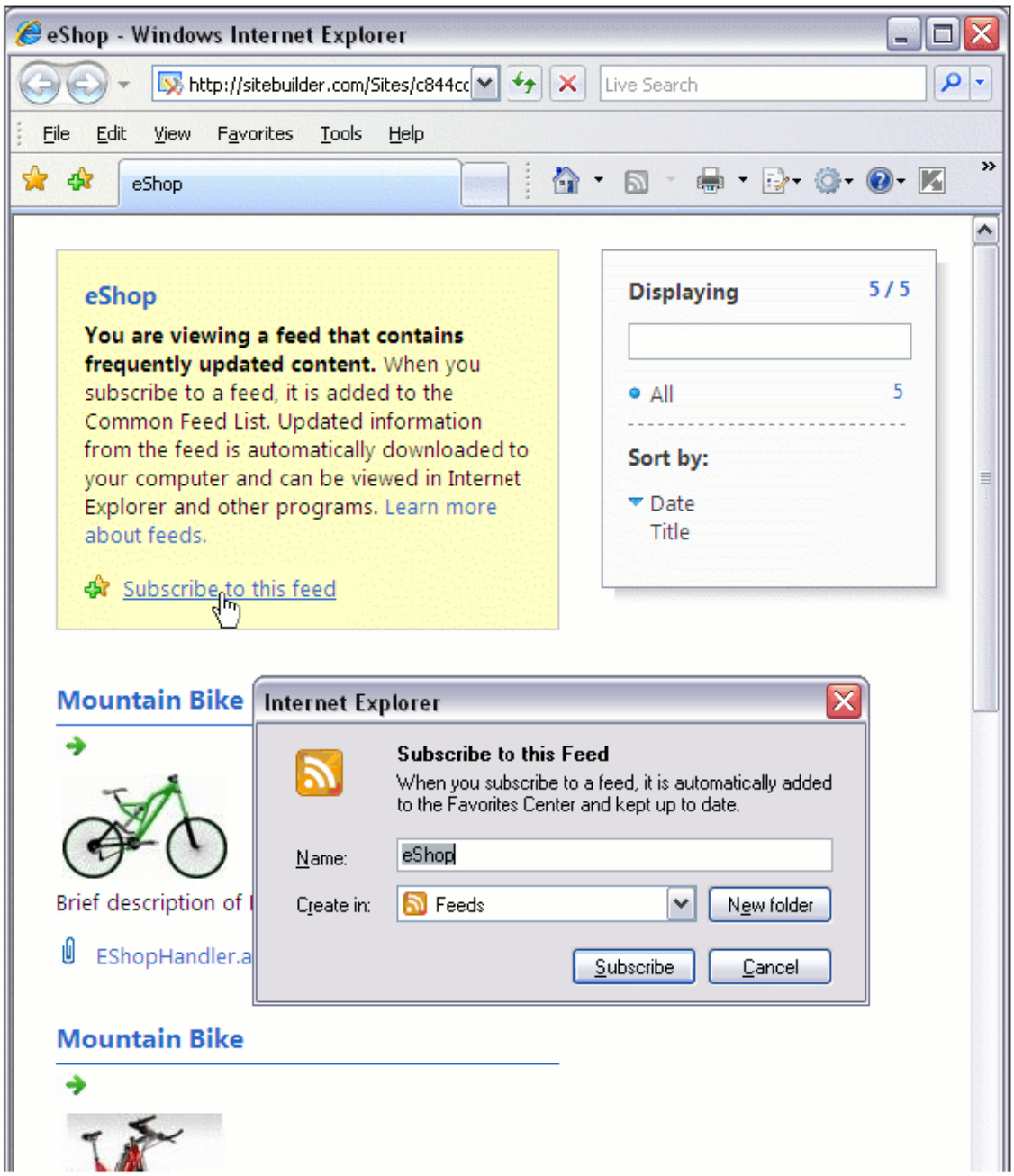

Figure 67: Customer Subscription to Your Catalog RSS Feed

If necessary, interested buyers and partners can incorporate your eShop RSS channel into their own web pages. To do so, they can use one of specialized add-ons - such as the Plesk Sitebuilder module **RSS Reader** (see page 148).

The appearance of your product catalog in the RSS feed is as follows:

- All products are shown in a single sheet, not sorted by category.
- Products are shown in the order you define on the **Products** tab of your online store.

For each product, the RSS feed displays:

- The product name. By clicking it, customer proceeds to the product page of your online store, from which he or she can buy a product, or navigate to other pages of your online store.
- The product image (if uploaded).
- The full description of the product (if specified).

In some cases, you may need to provide the RSS feed hyperlink to interested third parties.

➢ ***To obtain the link to your catalog RSS feed:***

1 On the **eShop** page, click **Preview**.

2 On the site preview, go to the online store page.

3 Right-click the **RSS** button on the main page of your store catalog and choose the **Open in New Window** option from the context menu.

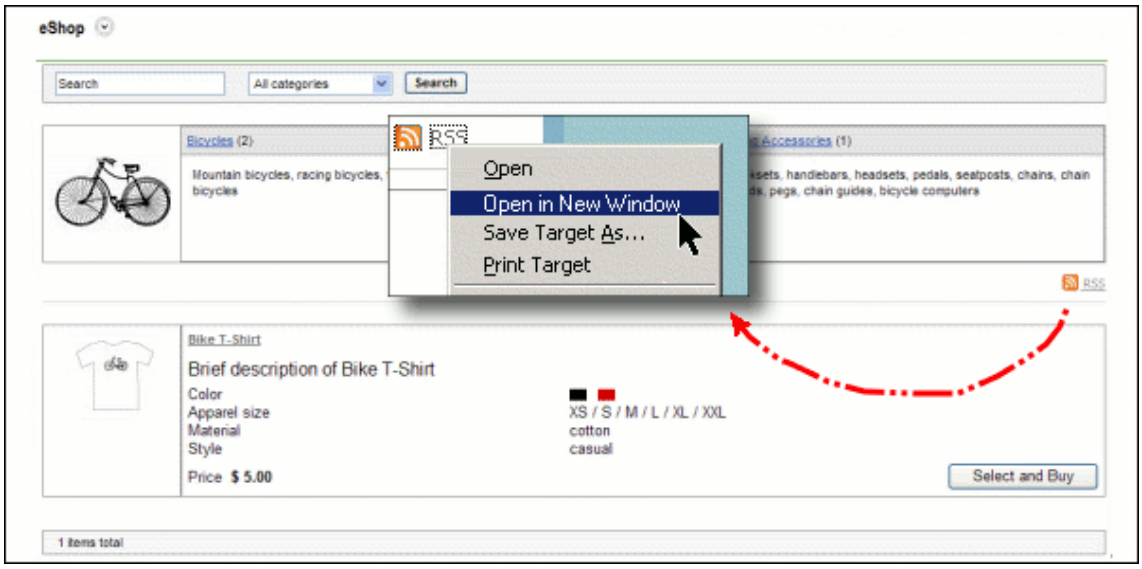

Figure 68: Supplying Your Product Catalog as RSS Feed. Step 1.

4 Copy the link of the RSS feed page from the browser address bar.

You can supply this link to your partners by e-mail or otherwise.

Managing Customers' Orders

After a buyer completes and submits the **Checkout** form, an order is placed in your store. It appears in the list of orders on the **Orders** tab of the **eShop** page.

You can perform the following operations with an order:

- Change the order status
- Specify a comment for an order (for example, the reason of order cancellation, or other order-specific information).

➢ ***To manage an order:***

1 On the **eShop** page, go to the **Orders** tab.

2 Click the **Edit** icon beside an order.

3 From the **Status** list, select a status for the order.

Orders can have one of the following statuses:

- **New** status is automatically assigned to all new unpaid orders in the system.
- **Payment pending** status is assigned automatically by online payment gateways to indicate that payment is in progress.
- **Paid** status is automatically assigned to orders after online payment gateway reports a successful transaction.
- **Processed** status is set manually for orders being processed at the time.
- **Backorder** status is set manually to indicate deferred orders.
- **Completed** status is set manually for orders which have been completed and delivered to the customers.
- **Cancelled** status is set manually for orders cancelled by customers (for example, after you receive the corresponding request from your customer).
- **Failed** status is automatically assigned to orders processed by online payment systems in case the payment transaction fails.

Note: For offline payment options (**Cash on Delivery** and **Cash/Money Order**) you can specify the **Paid**, **Payment pending** or **Failed** statuses manually.

4 To attach a comment to the order, specify the required information in the **Comment** field.

Commented orders are marked with the icon on the **Orders** tab. Hovering over this icon will display the comment text.

Providing Content for Download

The **File Download** module allows providing content for download to your site visitors. The file format is arbitrary; the maximum size of the file is determined by parameters of your network.

➢ ***To add** File Download **module to your site:***

1 On the **Pages** step, select **File Download** in the **Special pages** box.

2 Click .

You can place only one file on the **File Download** page. If you wish to provide several files for download, add as many **File Download** pages to your site map as necessary.

➢ ***To upload a file you wish to provide for download:***

1 On the **Edit** step, select **File Download** in the **Site map** area.

2 Click **Browse**, select a file and click **Open**.

3 Click **Upload**.

4 Specify a name for the file in the **File name** field.

Under this name the file will be displayed to site visitors. By default, it is the original name of the uploaded file.

Note: National characters in file extensions are not supported. If your file extension contains national characters, replace them with Latin characters, or append dot and zero (*.0*) at the end of the string.

5 If you want to leave your site visitors the choice to open or save the file, leave the **Open file in browser** option unselected.

If you want the file just to open in a visitor's browser window, select the **Open file in browser** option.

In the upper part of the screen you will see the results of the operation and the file size.

To replace the uploaded file, click **Browse** once again and select another file.

To ensure that the file download works correctly, you can perform a test download of the file. To do so, click the **Download** shortcut.

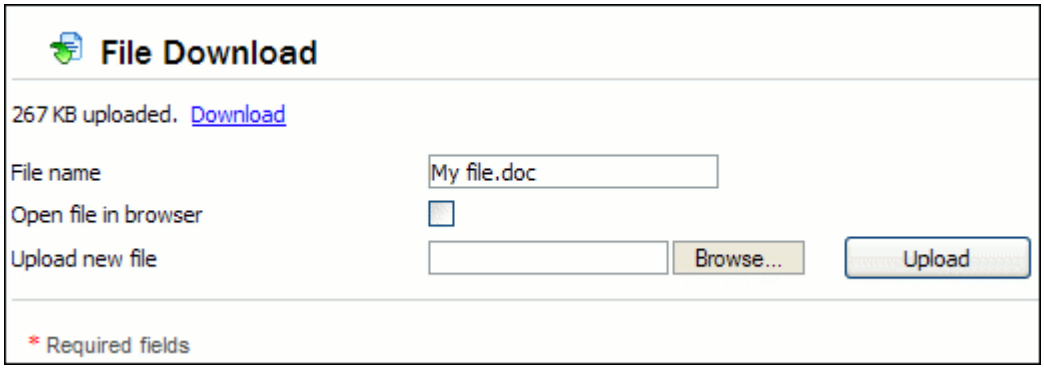

Figure 69: Providing Content for Download

Adding Flash Intro

A flash intro is a flash-animated introduction clip launched prior to opening the home page of a site. You can choose between several designs of the intro and insert your own text information into it.

The **Flash Intro** module is the only page module that requires no PHP on the publishing location and therefore can be included into a static site.

Note: For correct display of Asian and Arabian national characters, make sure that you have Adobe Flash Player version 9.0 or later installed.

You can add only one Flash Intro module to your site.

➢ ***To add a flash intro to your site:***

1 Go to the **Pages** step.

2 Select **Flash Intro** in the **Special pages** box.

3 Click .

The Flash Intro page is always places as the first page in the site structure.

➢ ***To configure the flash intro settings:***

1 Go to the **Edit** step.

2 Select **Flash Intro** in the **Site map** area.

3 Select a design of your flash clip by clicking one of the thumbnails in the **Designs** area.

The selected design is outlined with a red frame.

4 In **Title** field, enter a text to be displayed as the flash introduction title - it will appear first and in a larger font.

Please bear in mind that the title of the page itself, as it will appear in the site menu and in the browser title bar, is to be specified separately in the **Site map** area.

5 In the **Body text** field, enter a text to be displayed in the body of the flash clip.

6 From the **Background color** list, select the background color for the flash clip.

7 From the **Animation pattern** list, select the type of small elements to be used in clip animation.

You can see a small preview image of the flash clip with the new parameters in the **Preview** area.

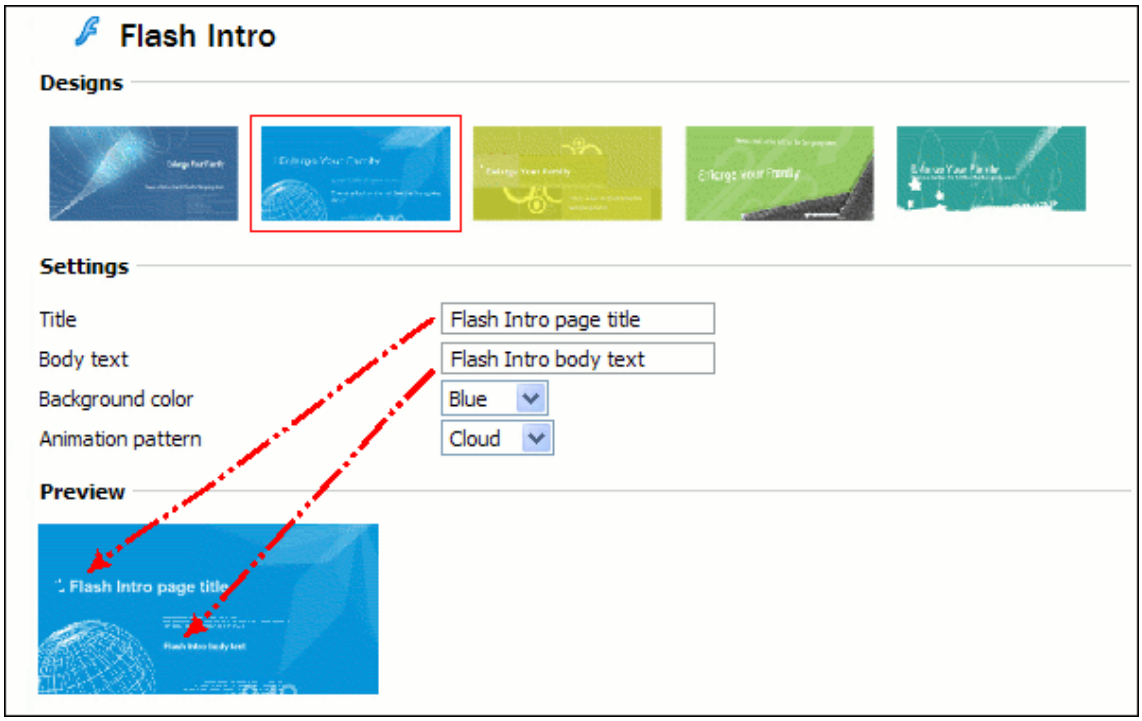

Figure 70: Adding Flash Intro

Adding Forum

Online forums are web-based message boards where visitors can open new topics, post topic-relevant messages, and discuss a wide range of questions.

➢ ***To add a forum to your site:***

1 Go to the **Pages** step.

2 Select **Forum** in the **Special pages** box.

3 Click .

You can add several forums to your site.

➢ ***To proceed to setting up your forum:***

1 Go to the **Edit** step.

2 Click **Forum** in the **Site map**.

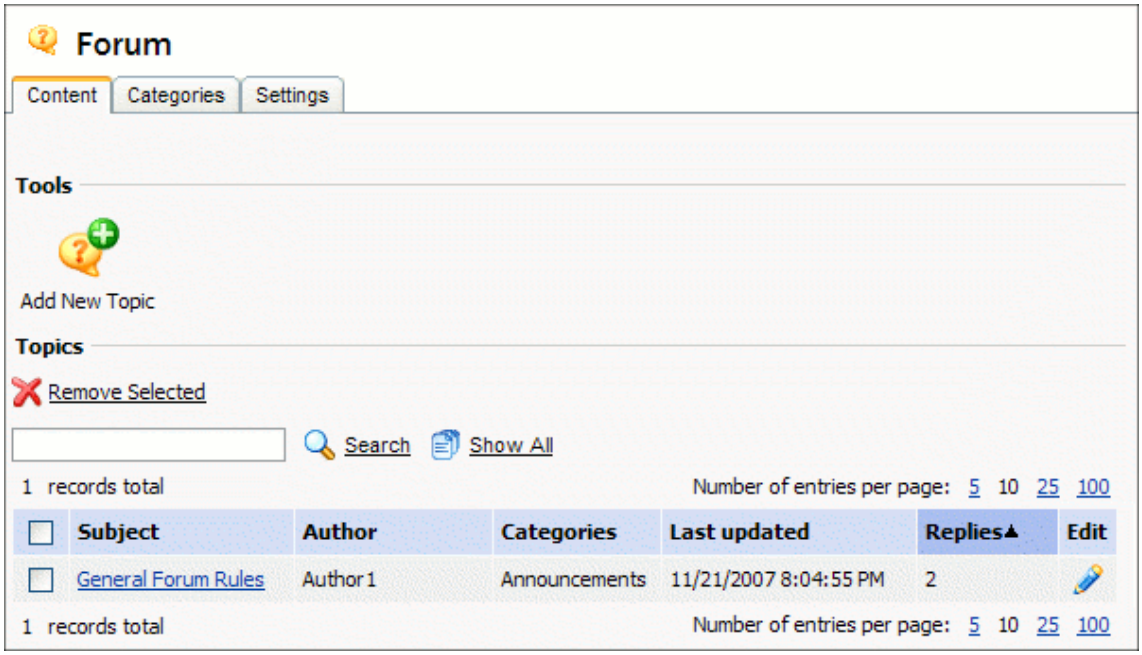

Figure 71: Forum Editor

In this section:

Managing Forum Topics 122
Managing Replies to Topics 124
Managing Categories of Forum Topics 126
Setting Up Forum Appearance 128

Managing Forum Topics

After you add a forum to your site, you can try it and post a new topic. The procedures of managing forum topics are described in the current section.

Plesk Sitebuilder offers you two default topics, which you can **remove** (see page 123) at a later stage.

Note: To prevent automated computer generated spam messages, anonymous users will be required to enter a confirmation code to be able to post in your forum.

Adding Topic to Your Forum

➢ ***To add a topic:***

1 On the **Forum** page, go to the **Content** tab.

2 Click **Add New Topic**.

3 On the **Main Properties** tab, enter the subject of a topic in the **Subject** field.

4 Enter the first message in the topic in the **Description** field.

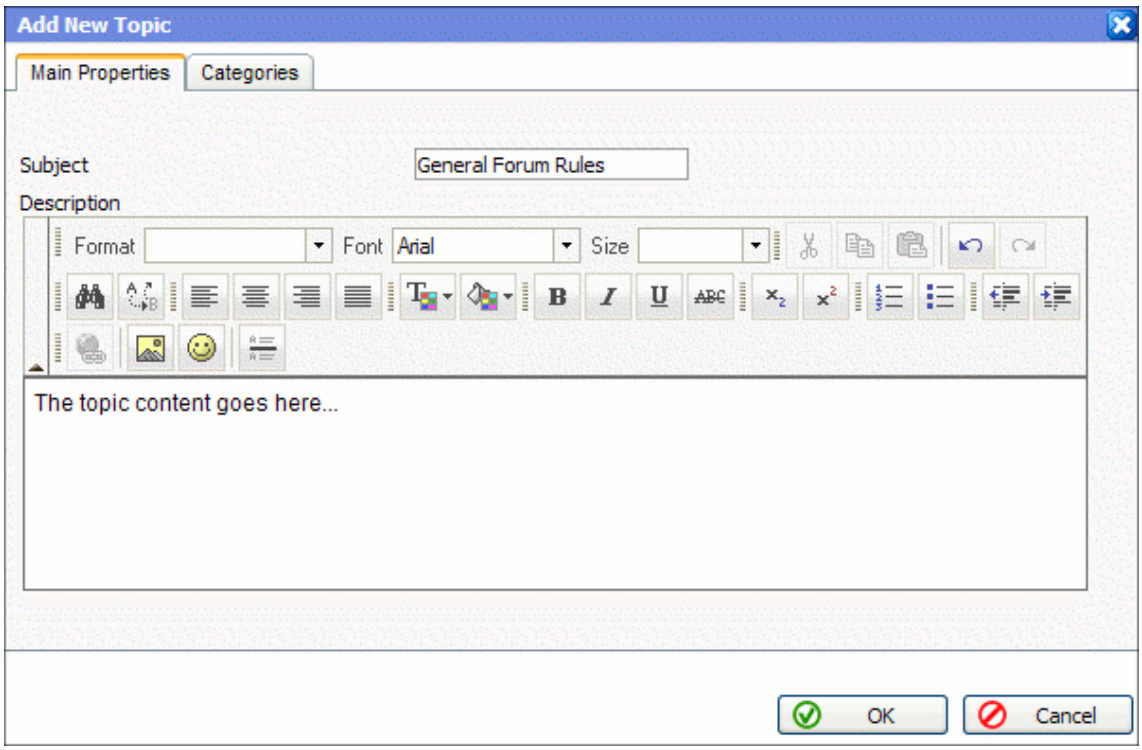

Figure 72: Creating Topic Subject and Text

All topics you create in the Wizard are authored by *Administrator*. If you wish to create a topic under a different author's name, go to the site preview by clicking **Preview**, navigate to the forum page, and create a topic there. Having created a topic on the site, you can **edit its main properties** (see page 123) in the Wizard. If you are editing your forum on the published site, **republish the site** (see page 164) so that your changes take effect.

5 If you want to assign the topic to some category, click the **Categories** tab and select the desired category.

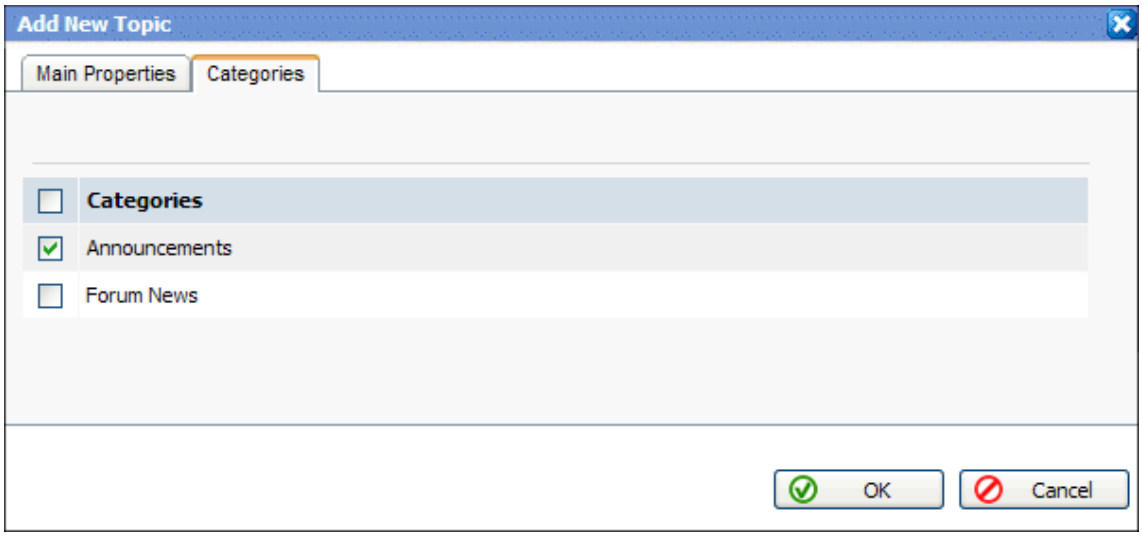

Figure 73: Referring a Topic to a Category

6 Click **OK**.

By default, the module contains two default categories. After you **add some new categories** (see page 126), or **edit the existing ones** (see page 126), you can refer the topic to a desired category, or to several categories.

Editing Topic

➢ ***To edit a topic:***

1 On the **Forum** page, go to the **Content** tab.

2 Click the **Edit** icon against the topic you want to edit.

3 Edit the topic content and properties as desired.

4 Click **OK**.

Removing Topic

➢ ***To remove a topic:***

1 On the **Forum** page, go to the **Content** tab.

2 Select the topic you want to remove.

3 Click **Remove Selected**.

Managing Replies to Topics

After some topics were added to your forum, you and your site visitors can add replies to these topics. You can edit and manage both your own and your site visitors' replies. The procedures of managing replies to topics are described in the current section.

Note: To prevent automated computer generated spam messages, anonymous users will be required to enter a confirmation code to be able to post in your forum.

Adding Reply

➢ ***To add a reply:***

1 On the **Forum** page, go to the **Content** tab.

2 Click the subject of the topic to which you want to post a reply.

3 Click **Add New Reply**.

4 Enter the reply text.

5 Click **OK**.

To return to the list of topics, click **Back to Topics**.

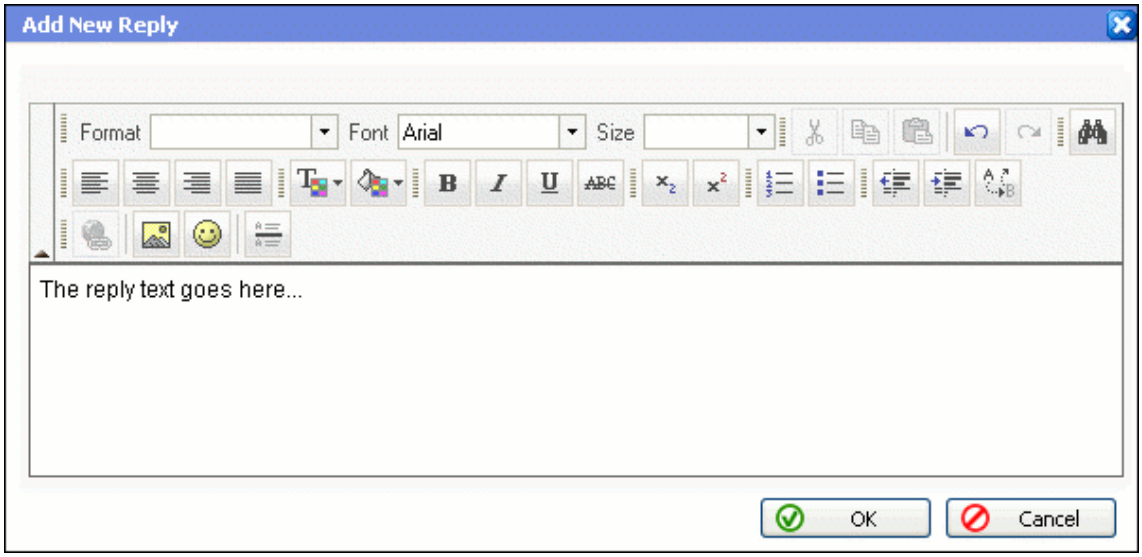

Figure 74: Adding a Reply to a Forum Topic

All replies you create in the Wizard are authored by *Administrator*. If you wish to add a reply under a different author's name, go to the site preview by clicking **Preview** at the bottom of the page, navigate to the forum page in your site menu, and add a reply there. Having created a reply on the site, you can **edit its main properties** (see page 124) in the Wizard. If you are editing a forum on a published site, **republish the site** (see page 164) so that your changes take effect.

Editing Reply

➢ ***To edit a reply:***

1 On the **Forum** page, go to the **Content** tab.
2 Click the subject of the required topic.
3 Click the **Edit** icon beside the required comment.
4 Edit the reply text as desired.
5 Click **OK**.

To return to the list of topics, click **Back to Topics**.

Removing Reply

➢ ***To remove a reply:***

1 On the **Forum** page, go to the **Content** tab.
2 Click the subject of the required topic.
3 Select a comment and click **Remove Selected**.

Managing Categories of Forum Topics

You can arrange the topics in categories by subjects they discuss. The procedures of adding and managing categories are described in the current section.

Adding Category

➢ ***To add a category:***

1 On the **Forum** page, click the **Categories** tab.

2 Click **Add New Category**.

3 Enter a name of the new category in the **Name** field.

4 If you want to provide a short description for the category, enter it on the **Description** tab.

5 Click **OK**.

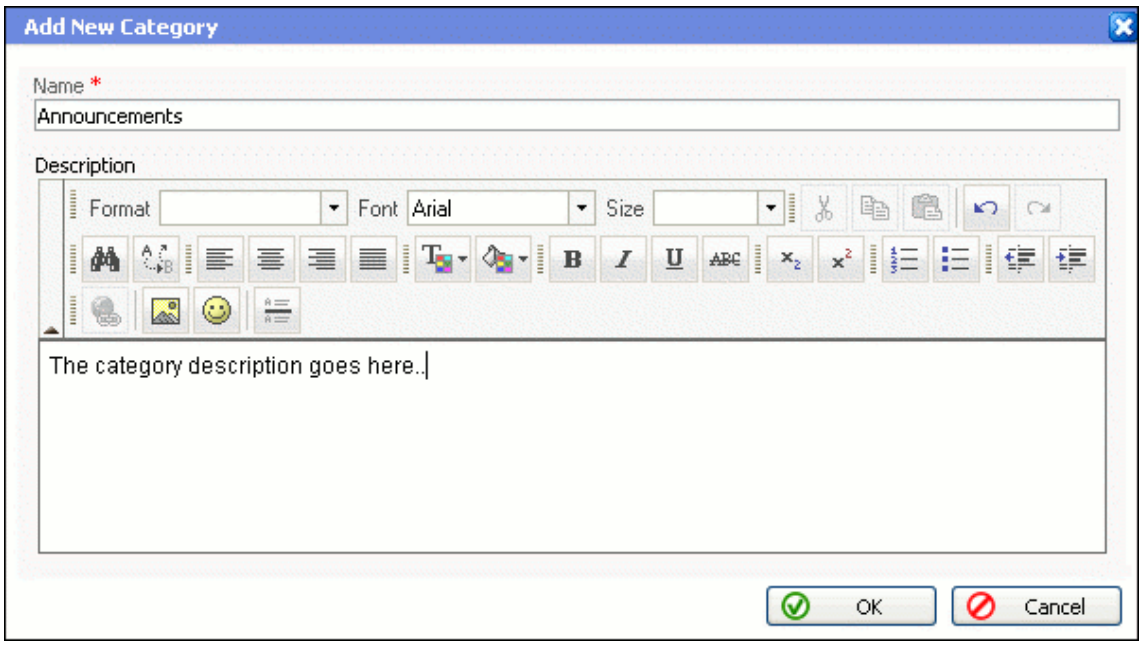

Figure 75: Creating a Category for Forum Topics

Sitebuilder offers two default categories, which you can **remove** (see page 127) or **edit as desired** (see page 126).

Editing Category

➢ ***To edit a category:***

1 On the **Forum** page, click the **Categories** tab.

2 Click the **Edit** icon beside the category you want to edit.

3 Edit the category parameters as desired.

4 Click **OK**.

Removing Category

➢ ***To remove a category:***

1 On the **Forum** page, click the **Categories** tab.
2 Select the forum category you want to remove.
3 Click **Remove Selected**.

Setting Up Forum Appearance

➢ ***To set up the appearance of your forum:***

1 On the **Forum** page, click the **Settings** tab.

2 Specify the maximum number of topics to be displayed on one page.

3 Specify the maximum number of replies to be displayed on one page.

To preview your forum appearance, click **Preview** at the bottom of the Plesk Sitebuilder window and go to the forum page of your web site.

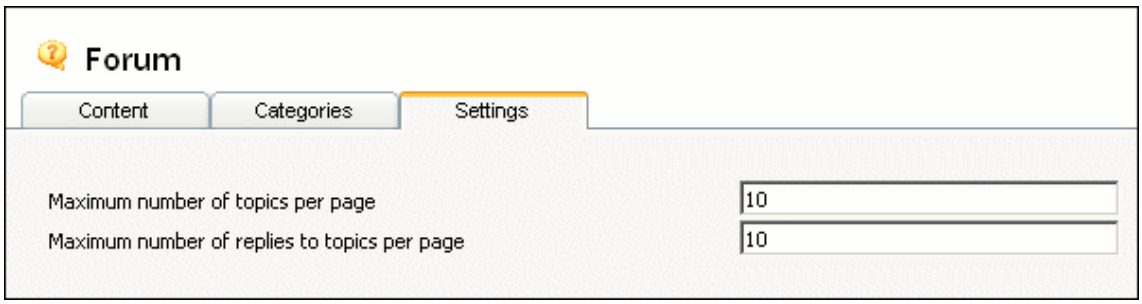

Figure 76: Setting Up Forum Appearance

Adding Guestbook

On the guestbook page, your visitors will be able to leave their notes, messages, and comments. The main difference between guestbooks and online forums is that in forums, all messages are grouped in threads, or topics. In guestbooks, all messages are displayed as they have been submitted, in the reverse order (new messages appearing on the top).

➢ ***To add a guestbook to your site:***

1 Go to the **Pages** step.

2 Select **Guestbook** in the **Special pages** box.

3 Click .

You can add several guestbooks to your site.

➢ ***To proceed to setting up your guestbook:***

1 Go to the **Edit** step.

2 Click **Guestbook** in the **Site map**.

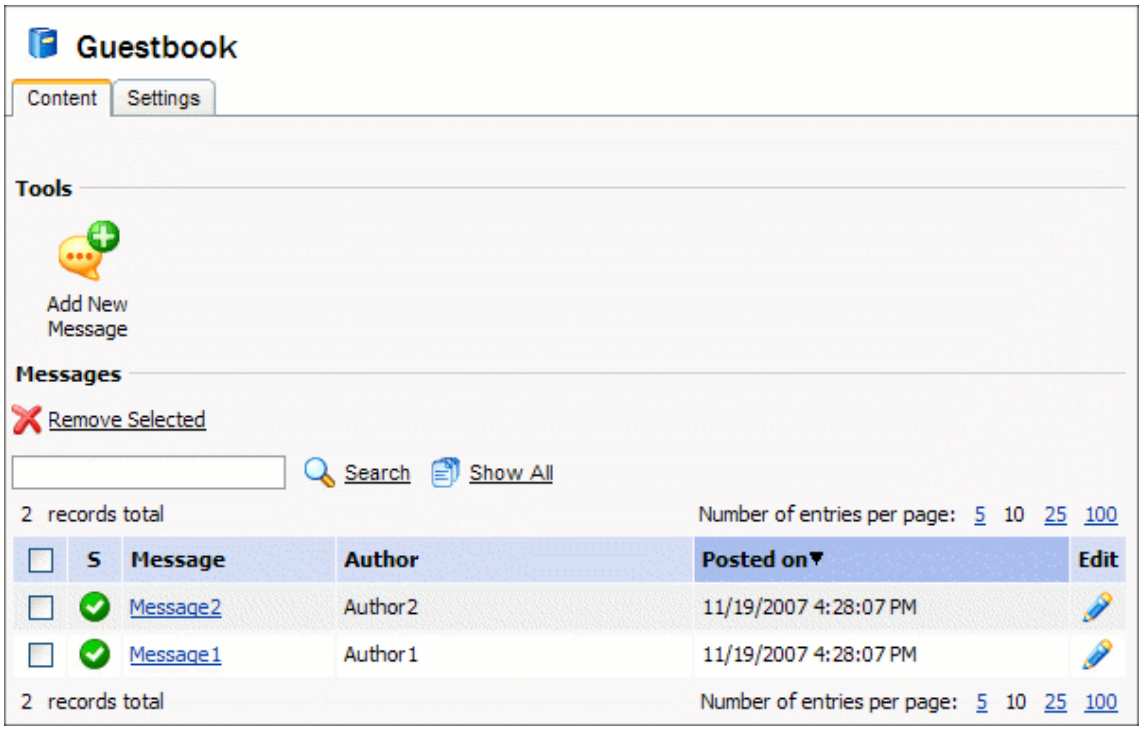

Figure 77: Adding Guestbook

In this section:

Managing Guestbook Messages 130
Setting Up Guestbook Appearance 132

Managing Guestbook Messages

After you add the guestbook to your site, you can try it and post a new message. The procedures of managing guestbook messages are described in the current section.

The module contains two default messages, which you can **remove** (see page 131) or **edit as desired** (see page 130).

Note: To prevent automated computer generated spam messages, anonymous users will be required to enter a confirmation code to be able to post in your guestbook.

Adding Message to Your Guestbook

➢ ***To add a message:***

1. On the **Guestbook** page, go to the **Content** tab.
2. Click **Add New Message**.
3. In the **Author** field, specify the author of the message.
4. If necessary, specify your e-mail address in the **E-mail** field.
5. If necessary, specify the URL to your web site or other Internet resource of interest in the **URL** field.
6. Enter the message text in the **Message** field.
7. Click **OK**.

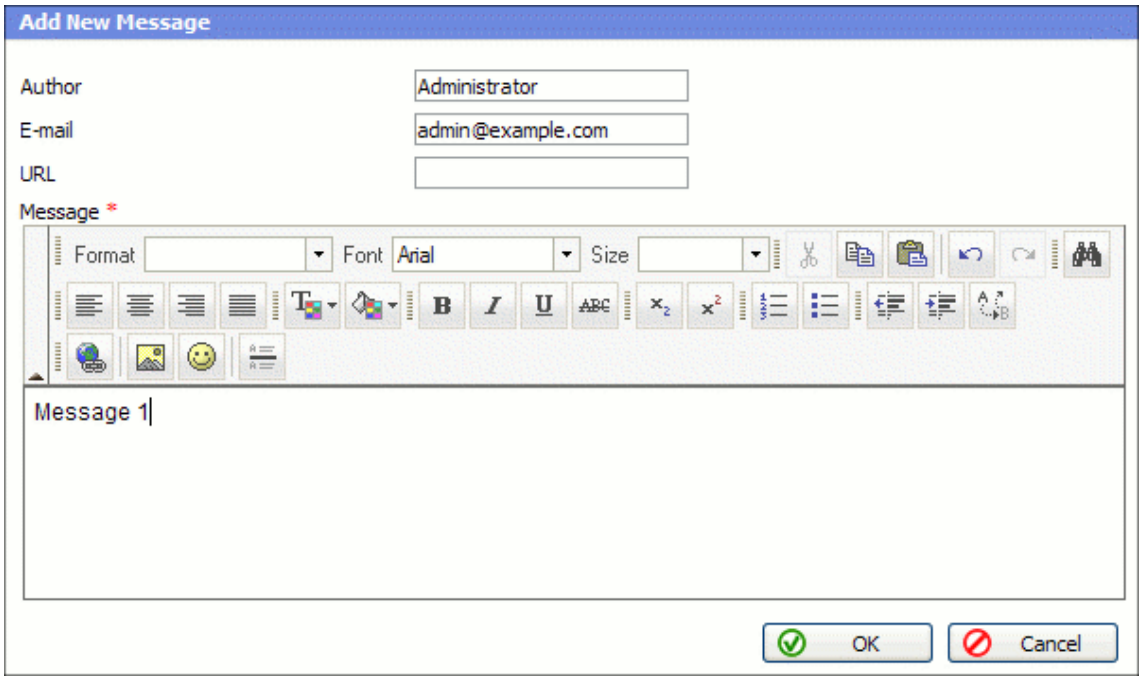

Figure 78: Adding Message to Your Guestbook

Editing Message

➢ ***To edit a message:***

1 On the **Guestbook** page, go to the **Content** tab.

2 Click the **Edit** icon against the message you want to edit.

3 Edit the message as desired.

4 Click **OK**.

Removing Message

➢ ***To remove a message:***

1 On the **Guestbook** page, go to the **Content** tab.

2 Select the message you want to remove.

3 Click **Remove Selected**.

Setting Up Guestbook Appearance

➢ ***To set up the appearance of your guestbook:***

1. On the **Guestbook** page, go to the **Settings** tab.
2. In the **Message lifetime** field, enter the number of days after which the messages will be added to archive. Whether a message is or is not archived is shown in the **S** column on the **Content** tab.
3. In the **Number of messages per page**, specify the number of messages to be displayed on one guestbook page.
4. If you want the message authors' e-mails to be displayed to guestbook visitors, select the **Show author's e-mail** check box.
5. In the field **Text shown before the Guestbook**, enter the text to appear at the top of the guestbook page on your site.

To preview your guestbook appearance, click **Preview** at the bottom of the Plesk Sitebuilder window and go to the guestbook page of your web site.

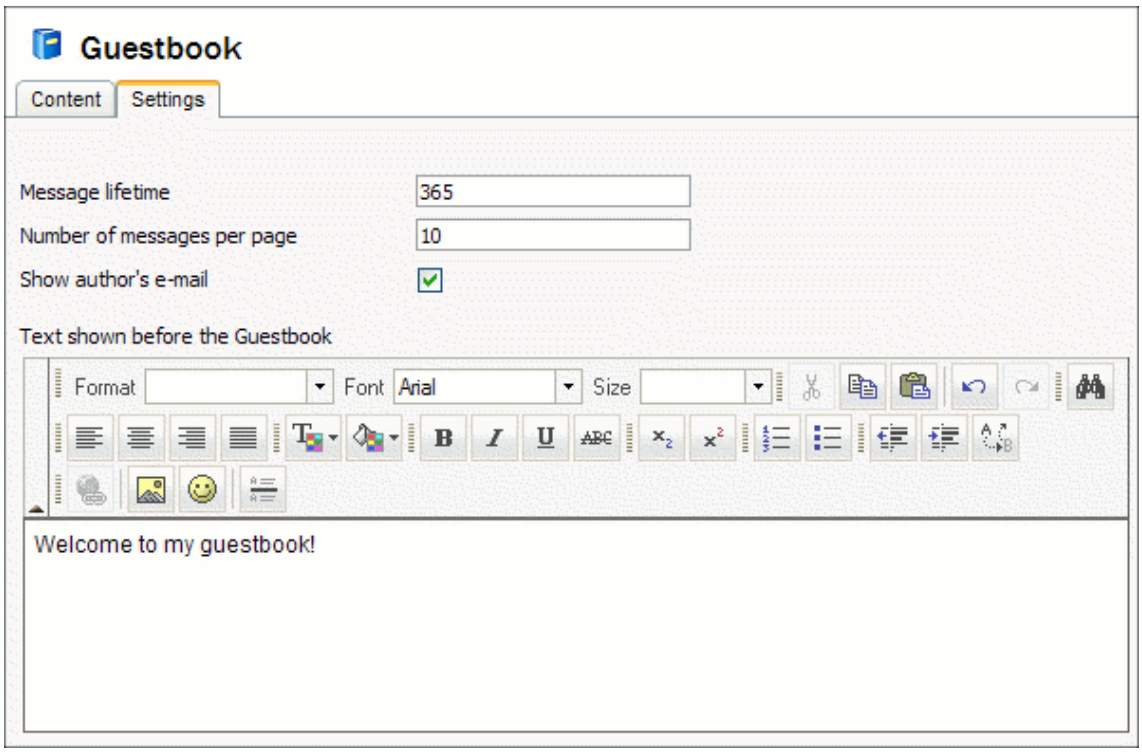

Figure 79: Setting Up Guestbook Appearance

Providing Registration to Your Site Visitors

You can set up voluntary user registration on your web site. This function has nothing to do with restricted access. Logged in users do not have to enter their name, address, and other data each time they fill a form on the site - this data is automatically inserted into the appropriate text fields of the form (for example, when posting to blog or buying in e-shop).

Note: To prevent automated registration, users will be required to enter a confirmation code to be able to register on your site.

➢ ***To enable registration on your site:***

1 Go to the **Pages** step.

2 Select **Registration** in the **Special pages** box.

3 Click .

➢ ***To proceed to setting up registration settings:***

1 Go to the **Edit** step.

2 Select the **Registration** page in the **Site map**.

In this section:

Configuring General Settings 134
Configuring Autoresponder Messages 134
Managing Registered Site Visitors 135

Configuring General Settings

➢ ***To configure general registration settings:***

1 On the **Registration** page, go to the **Common Settings** tab.

2 To let site visitors register accounts on your site without your participation, select the **Enable Registration** check box.

If you disable this option, only users registered by you will be able to log in using the credentials you provide.

You can register accounts for site visitors in your Administrator Panel, after you publish the site (see **Managing Registered Site Visitors** (on page 135)).

3 To let registered visitors recover their forgotten passwords, select the **Enable Forgot your password option** check box.

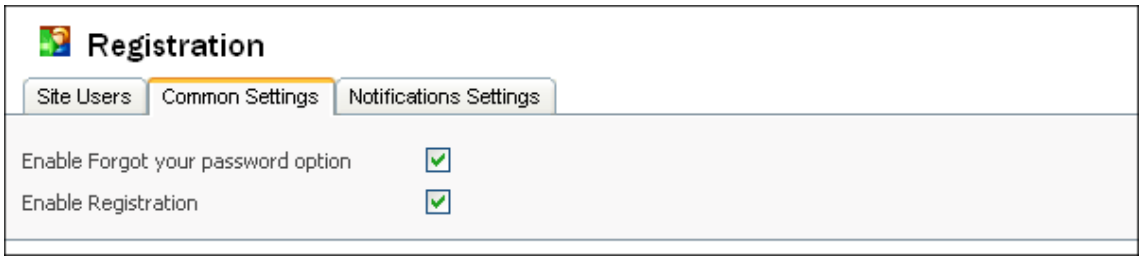

Figure 80: Configuring General Registration Settings

When a site visitor accesses the registration page, they are offered to register or log in using their existing account.

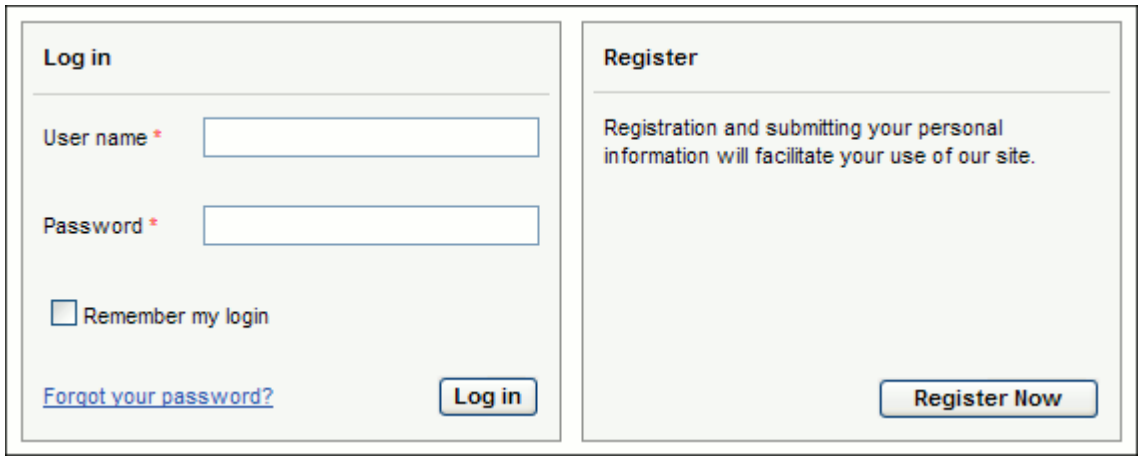

Figure 81: Registration Page

Configuring Autoresponder Messages

In Plesk Sitebuilder, you can set up two types of autoresponder messages for registered visitors:

- A *sign-up message* sent to newly registered users.

- A *password recovery message* sent to users after they use the "forgotten password" option on your site.

➢ ***To configure autoresponders sent to visitors:***

1 On the **Registration** page, click the **Notifications Settings** tab.

2 Configure the settings common for notifications of all types:

- **Name** - the name of the notification sender
- **E-mail address** - the notification sender's e-mail

3 Select the type of notification to be configured from the **Notification type** box.

4 Configure the notification subject and message text as desired.

You can insert the following macros in the message body:

- %userLogin - visitor's login
- %userPassword - visitor's password
- %userFirstname - visitor's first name
- %userLastname - visitor's last name
- %siteURL - the URL of your site

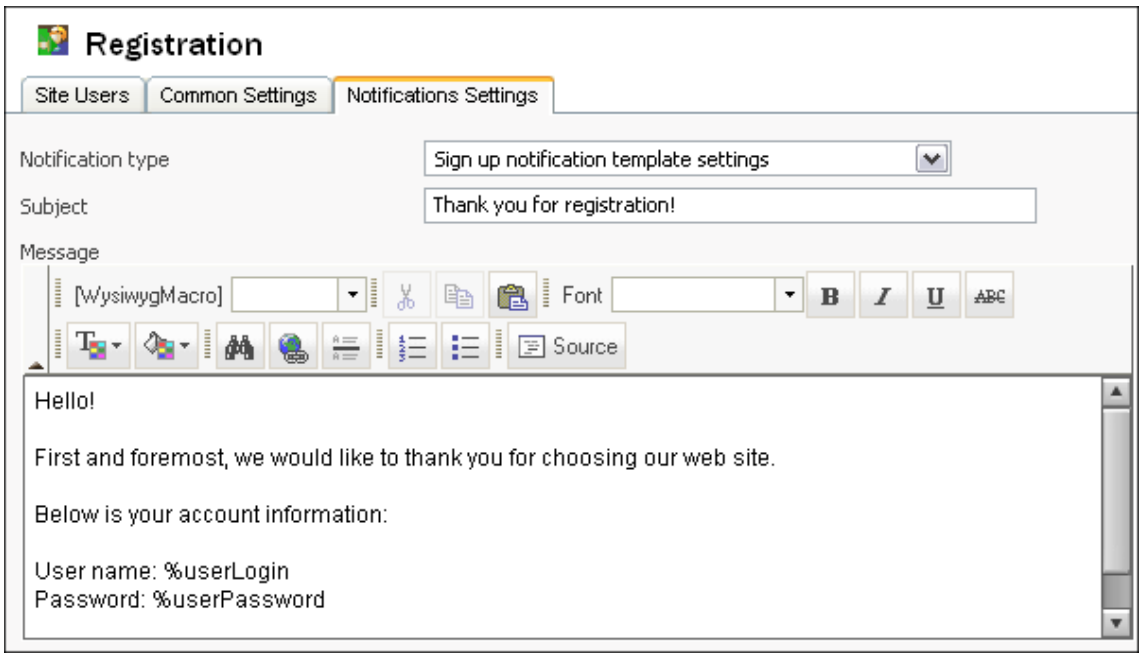

Figure 82: Configuring Autoresponder Messages Sent to Registered Users

Managing Registered Site Visitors

With the **Registration** module, you can create new and manage existing site visitor accounts.

➢ ***To proceed to managing site visitor accounts:***

1 On the **Registration** page, go to the **Site Users** tab.

Adding Site Visitor Account

If you want to provide your site visitors with ready accounts, you can register them in your Administrator Panel and then provide the site visitors their credentials for authenticating on the site.

➢ ***To add a site visitor account:***

1 On the **Registration** page, go to the **Site Users** tab.
2 Click **Add New Account**.
3 Specify the contact and login information for the user account.
4 Click **OK**.

Changing Site Visitor Account Information

You may need to modify a site visitor's account if, for example, a site visitor forgets his or her password or specifies wrong e-mail.

➢ ***To modify a site visitor account:***

1 On the **Registration** page, go to the **Site Users** tab.
2 Click the name of the appropriate site visitor.
3 Make the necessary changes.
4 Click **OK**.

Suspending and Unsuspending Site Visitor Account

By default, all created site visitor accounts are active. If an account is active, the site visitor can log in on the **Registration** page with his or her credentials. If, due to some reasons, you want to prohibit a site visitor from authenticating on the site, you can suspend his or her account.

➢ ***To suspend a site visitor account:***

1 On the **Registration** page, go to the **Site Users** tab.
2 Select the site visitor account you want to suspend.
3 Click **Deactivate**.

Suspended site user accounts are indicated with the icon.

➢ ***To unsuspend a site visitor account:***

1 On the **Registration** page, go to the **Site Users** tab.
2 Select the suspended site visitor account you want to unsuspend.
3 Click **Activate**.

Active site visitor accounts are indicated with the icon.

Removing Site Visitor Account

➢ ***To remove a site visitor account:***

1 On the **Registration** page, go to the **Site Users** tab.
2 Select the site visitor account you want to delete.
3 Click **Delete**.

Incorporating Link to External Page into Your Site Menu

Adding links to external pages to your site menu allows you to advertise your partners' or friends' web sites or to redirect visitors to some online services or information sources directly from your site menu.

➢ ***To incorporate a link to an external page into your site menu:***

1 Go to the **Pages** step.

2 Select **External Page** in the **Special pages** box.

3 Click .

4 Go to the **Edit** step.

5 Select **External Page** in the **Site map**.

6 In the **URL** field, specify the web address of the external page (http://, https:// or ftp://).

When a site visitor clicks a menu item linked to an external page, the page opens in the same window.

Figure 83: Incorporating Link to External Page into Your Site Menu

Adding Maps

You can add maps to your site, thus displaying any location that may be of interest to your site visitors.

To add geographical maps to your site, you can either use the free-of-charge **Google Maps service** (see page 139), or purchase an account with the **Microsoft MapPoint Web Service** (see page 141) from Microsoft, Inc.

In this section:

Configuring Google Maps API Service 139
Configuring Microsoft MapPoint Web Service..... 141

Configuring Google Maps API Service

The Google Maps API service lets you insert Google maps in your web pages. You can add overlays to the map (including markers and polylines) and display shadowed "info windows". To be able to use the feature on your site, you need to get the Google Maps API key for your site URL.

The Google Maps API service supports the following browsers:

- Internet Explorer 6.0 and later
- Firefox 0.8 and later
- Safari 1.2.4 and later
- Netscape 7.1 and later
- Mozilla 1.4 and later
- Opera 8.02 and later

➢ ***To insert a Google map into a page:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Area Map** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

3 Click **Service provider settings** on the title bar of the **Area Map** module.

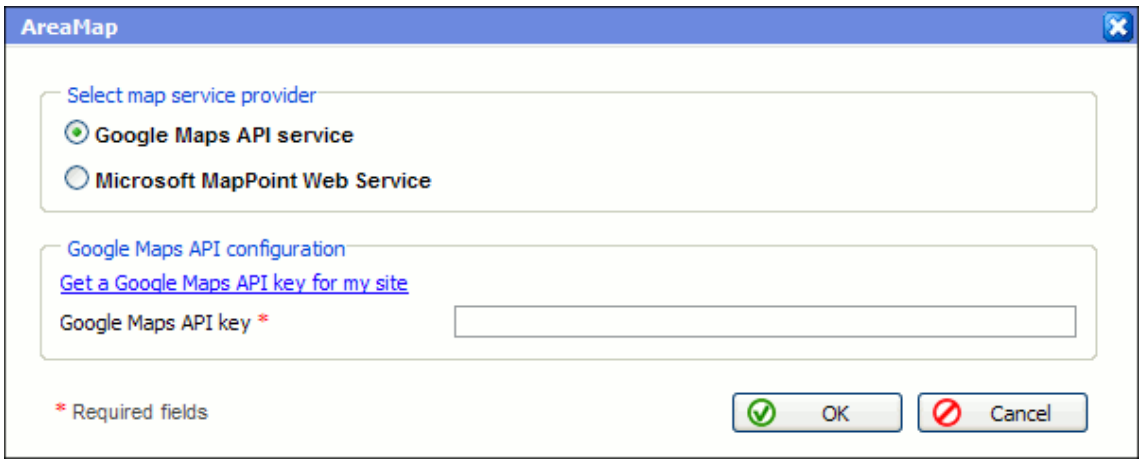

Figure 84: Selecting Google Maps as a Mapping Service Provider

4 Select **Google Maps API service**.

5 Enter your registration key in the **Google Maps API key** box and click **OK**.

If you haven't registered this service with Google yet, click the link provided on the dialog window and complete the free sign up procedure as described. When registering a Google Maps API key, be sure to specify the correct site URL.

6 Click **Choose location**.

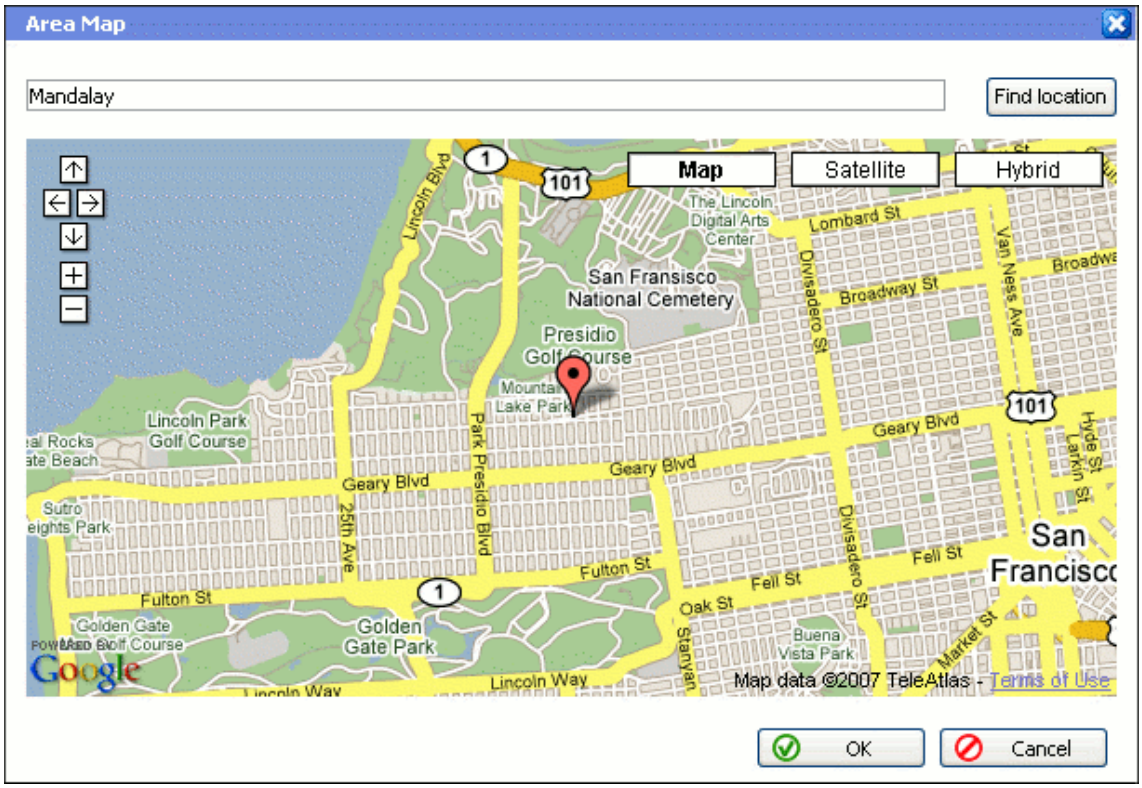

Figure 85: Specifying a Geographical Location to Be Shown on the Map (Google Maps)

7 Type the name of the geographical location you want to show and click **Find Location**.

If for some reason Google doesn't find the required location, or if you want to specify your own location, enter the name of a larger geographical object (the city, country, etc.) in the **Find Location** box, and then use the arrows and scaling functions to manually navigate to the required geographical point.

8 Click on the required point on the map. On the form that appears, specify the title and address of the location in the **Title** and **Address** fields and click **Save**.

You may leave both these fields blank.

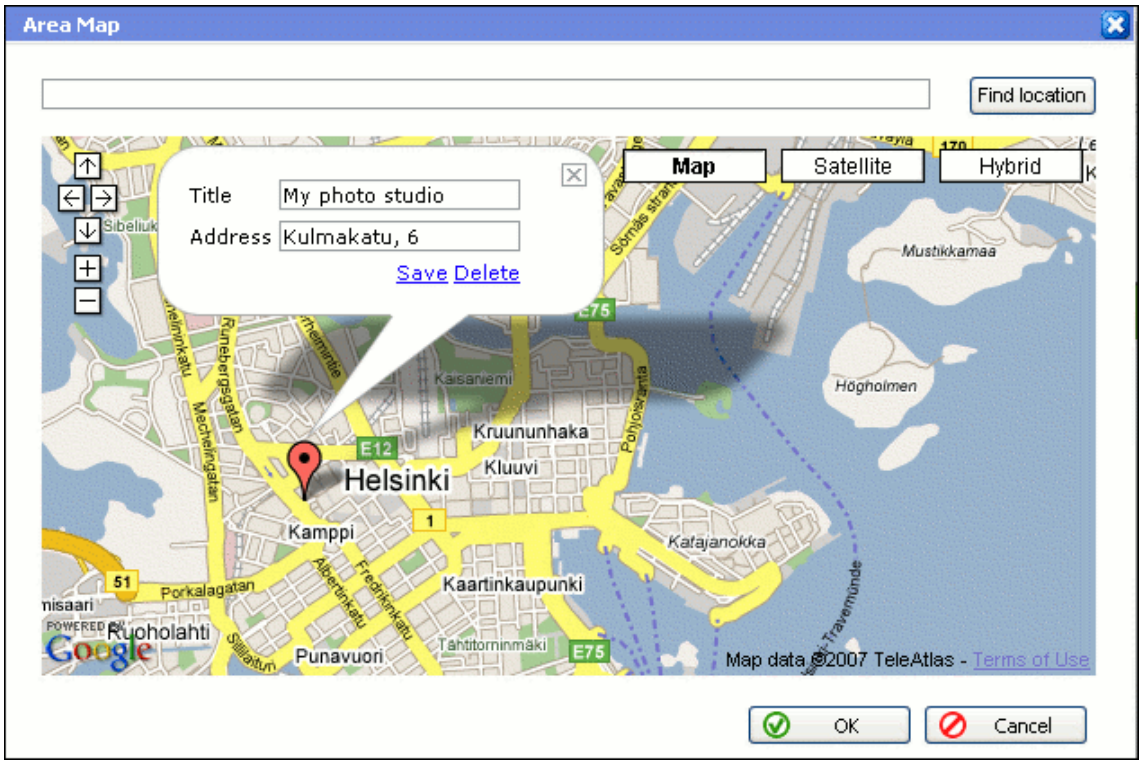

Figure 86: Specifying Geographical Location Properties (Google Maps)

9 Click **OK**.

On the map, a marker appears at the specified point. The title and address of the location is displayed to your site visitors after they click on the marker.

For full information on configuring driving directions and other Google Maps features, refer to **Google Maps API FAQ** (http://code.google.com/support/bin/topic.py?topic=10028).

Configuring Microsoft MapPoint Web Service

In order to use the Microsoft MapPoint Web Service on your pages, you first need to purchase this service from Microsoft, Inc.

You can choose one of licensing options provided by Microsoft, Inc.:

- Purchase MapPoint Web Service through a direct agreement with Microsoft. If you choose this method, you purchase one license per each **Area Map** module added to your sites.
- Purchase MapPoint Web Service through Microsoft Volume Licensing. If you choose this method, you purchase one license for all **Area Map** modules added to all your sites.

➢ ***To insert a Microsoft MapPoint map into your web page:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Area Map** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

3 Click **Service provider settings** on the title bar of the **Area Map Module**.

4 Select **Microsoft MapPoint Web Service**.

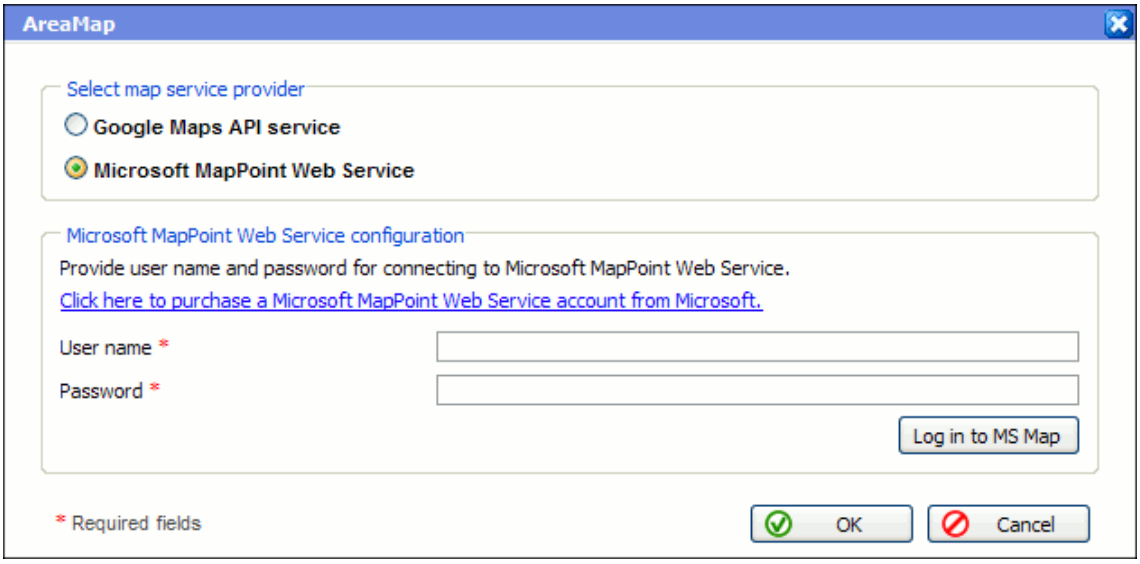

Figure 87: Selecting Microsoft MapPoint as a Mapping Service Provider

5 Enter your Microsoft MapPoint Service credentials in the **User name** and **Password** fields and click **Log in to MS Map**.

If you have not yet purchased a Microsoft MapPoint Service license, click the provided link to go to the Microsoft MapPoint Service page, and follow the provided instructions.

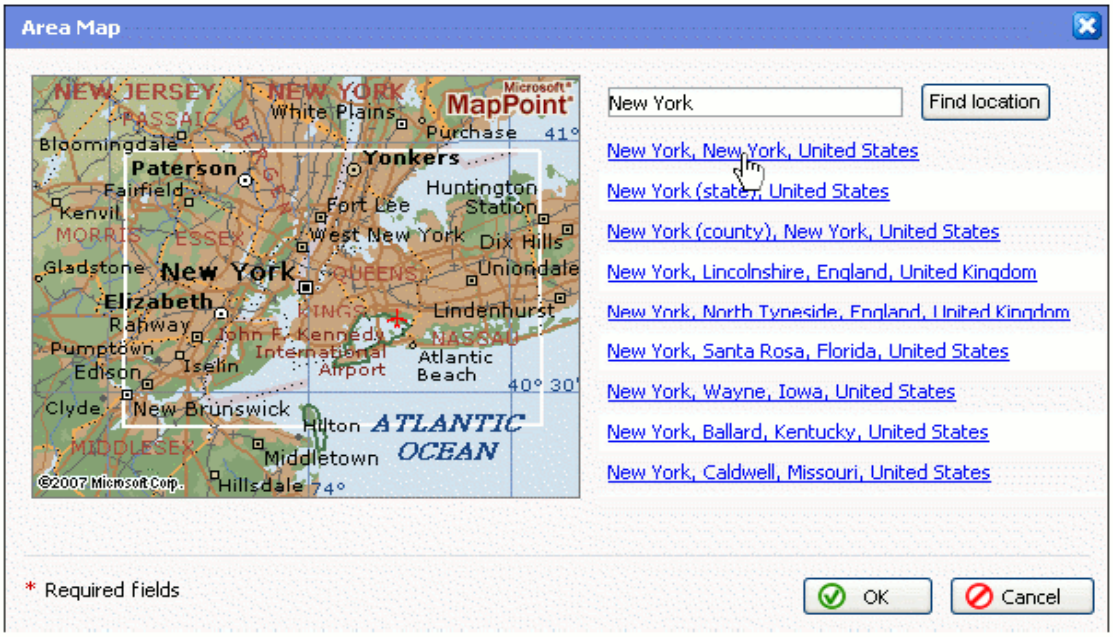

Figure 88: Specifying a Geographical Location to Be Shown on the Map (MS MapPoint)

6 Enter the name of the location you want to show in the **Find Locations** field.

7 Click **Find Locations**.

8 From the list of results, select the location to be displayed on your web page.

9 Click **OK**.

Note: If later you change your Microsoft MapPoint Service account settings, click **Relog in to MS Map**. You will be forwarded to the **Area Map** configuration window, where you can enter your new credentials.

Adding Feedback Form

Online feedback forms enable you to gather visitors' opinion about your site.

➢ ***To set up a feedback form on your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Feedback** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

3 To set up the general properties of your feedback form, click **Properties** on the module title bar and:

- In the **Title** field, enter a name for the feedback form.
- In the **Your e-mail** field, enter the e-mail address the filled in feedback forms will be sent to.
- In the **Subject** field, enter the subject of the feedback e-mail message.

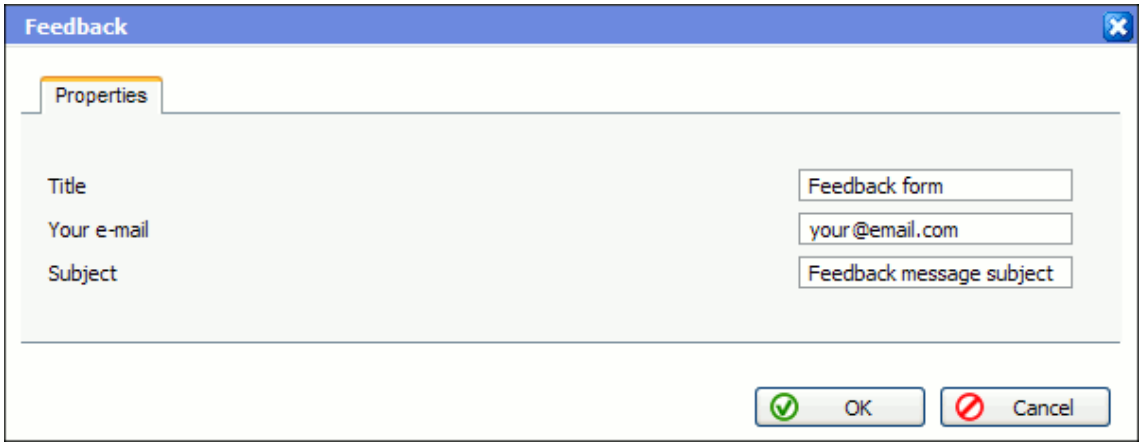

Figure 89: Configuring General Feedback Form Properties

4 Click **OK**.

5 To arrange the list of fields in your feedback form, click **Add/Edit Fields**.

By default, the **Feedback** module contains a number of fields commonly used in feedback forms. You can adjust the existing fields, as well as add new ones.

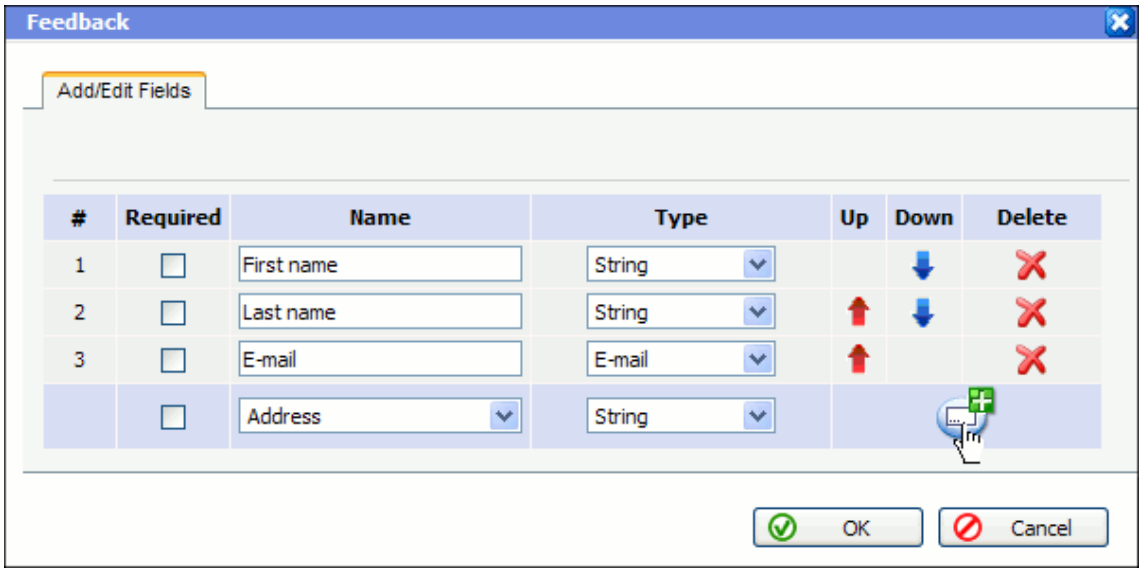

Figure 90: Managing Feedback Form Fields

6 To add a new field, click **Add Field**.

7 From the **Name** box, select a name for the field.

8 From the **Type** field, select the type of data that can be entered in current field. The supported data types are:

- **String** - allows specifying any arbitrary text string. It may include national characters, punctuation marks, and spaces, but may not include line breaks. The output is displayed in multi-line mode.
- **Text** - same as string, but with line breaks allowed.
- **Phone** - allows entering an international phone number. May contain numbers, spaces, parenthesis, "+" and "-" symbols.
- **E-mail** - allows inputting e-mail addresses only.
- **Integer** - allows entering an integer number (positive, negative, or zero).
- **Double** - allows entering a floating point number, with a point or a comma as a decimal separator. Leading and trailing zeroes are not supported.
- **Currency** - allows entering a floating point number. Leading and trailing zeroes are not supported.
- **Date** - allows entering a date in format mm/dd/yyyy, with a slash ("/") as a separator.
- **Password** - allows entering any arbitrary text string.

9 To make a field required for filling in, select the **Required** check box beside the corresponding field.

10 Set the order of fields in the feedback form by clicking or beside the respective fields.

11 To remove a field, select it in the list and click **Delete**.

12 Click **OK**.

13 To specify the text to be displayed to the site visitors after they submit the feedback form, click **Response** on the module title bar and type your text in the provided field.

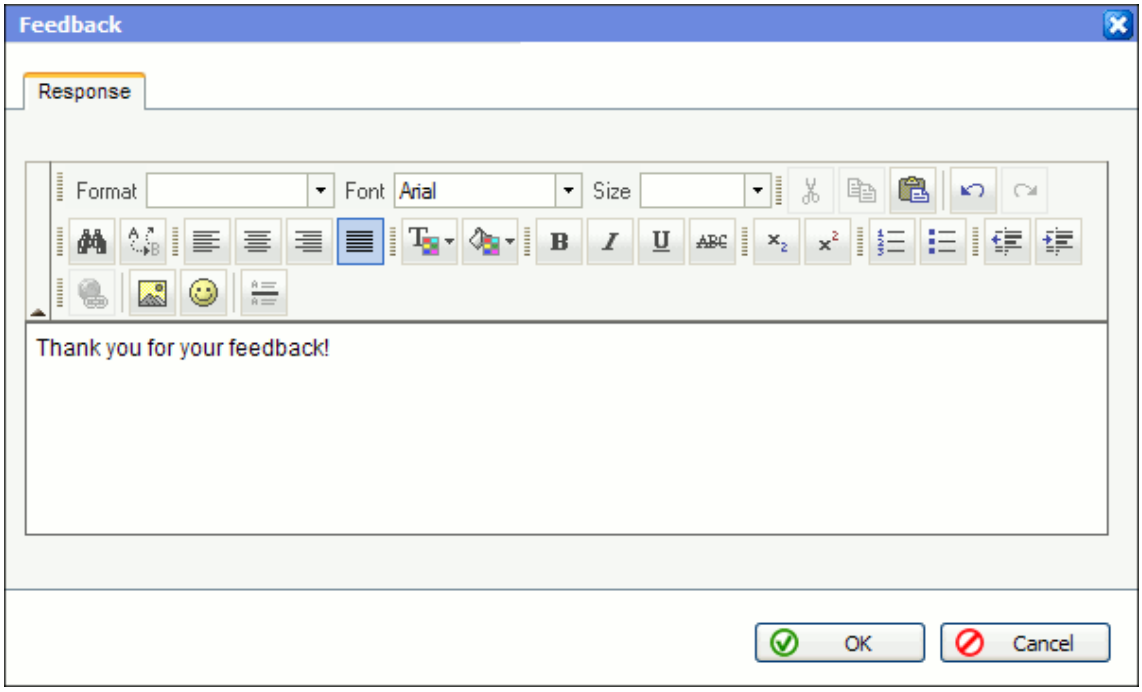

Figure 91: Specifying Text to Be Displayed to Site Visitors after They Submit the Feedback Form

14 Click **OK**.

Online feedback forms enable you to gather visitors' opinion about your site.

➢ ***To set up a feedback form on your site:***

15 Go to the **Edit** step.

16 In the **Modules** area, click the **Feedback** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

17 To set up the general properties of your feedback form, click **Properties** on the module title bar and:

- In the **Title** field, enter a name for the feedback form.
- In the **Your e-mail** field, enter the e-mail address the filled in feedback forms will be sent to.
- In the **Subject** field, enter the subject of the feedback e-mail message.

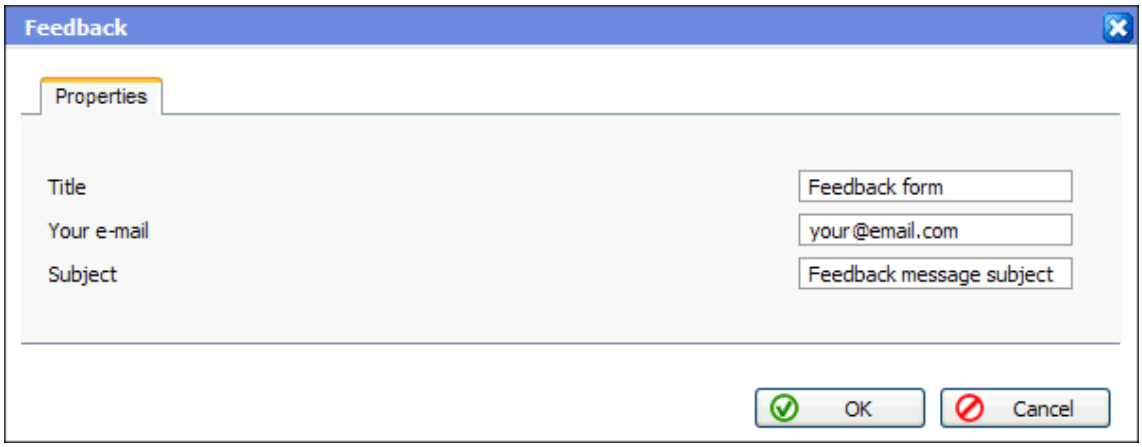

Figure 92: Configuring General Feedback Form Properties

18 Click **OK**.

19 To arrange the list of fields in your feedback form, click **Add/Edit Fields**.

By default, the **Feedback** module contains a number of fields commonly used in feedback forms. You can adjust the existing fields, as well as add new ones.

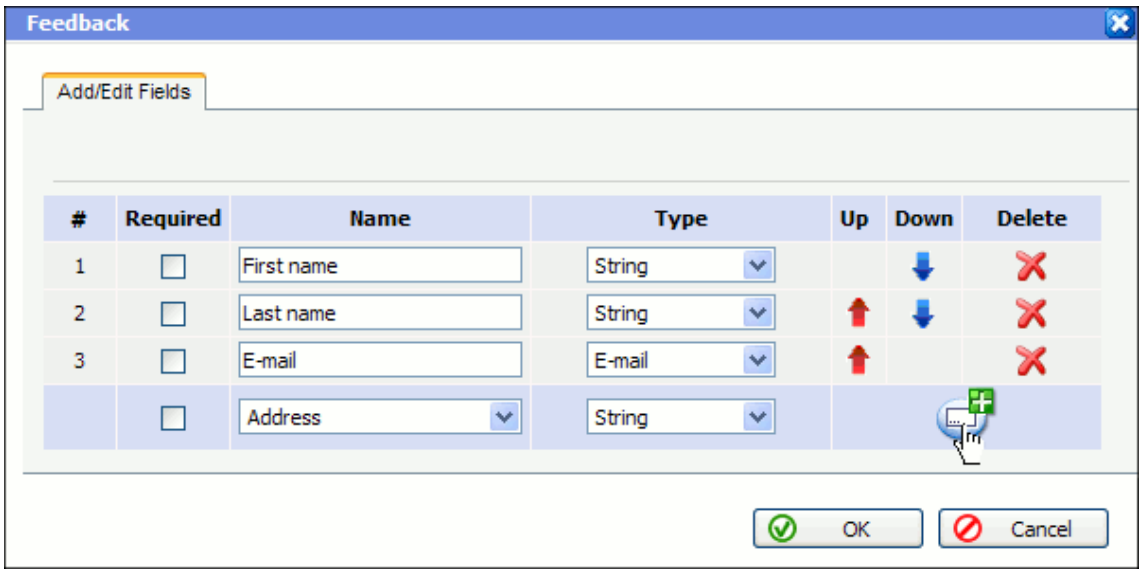

Figure 93: Managing Feedback Form Fields

20 To add a new field, click **Add Field**.

21 From the **Name** box, select a name for the field.

22 From the **Type** field, select the type of data that can be entered in current field. The supported data types are:

- **String** - allows specifying any arbitrary text string. It may include national characters, punctuation marks, and spaces, but may not include line breaks. The output is displayed in multi-line mode.
- **Text** - same as string, but with line breaks allowed.
- **Phone** - allows entering an international phone number. May contain numbers, spaces, parenthesis, "+" and "-" symbols.

- **E-mail** - allows inputting e-mail addresses only.
- **Integer** - allows entering an integer number (positive, negative, or zero).
- **Double** - allows entering a floating point number, with a point or a comma as a decimal separator. Leading and trailing zeroes are not supported.
- **Currency** - allows entering a floating point number. Leading and trailing zeroes are not supported.
- **Date** - allows entering a date in format mm/dd/yyyy, with a slash ("/") as a separator.
- **Password** - allows entering any arbitrary text string.

23 To make a field required for filling in, select the **Required** check box beside the corresponding field.

24 Set the order of fields in the feedback form by clicking or beside the respective fields.

25 To remove a field, select it in the list and click **Delete**.

26 Click **OK**.

27 To specify the text to be displayed to the site visitors after they submit the feedback form, click **Response** on the module title bar and type your text in the provided field.

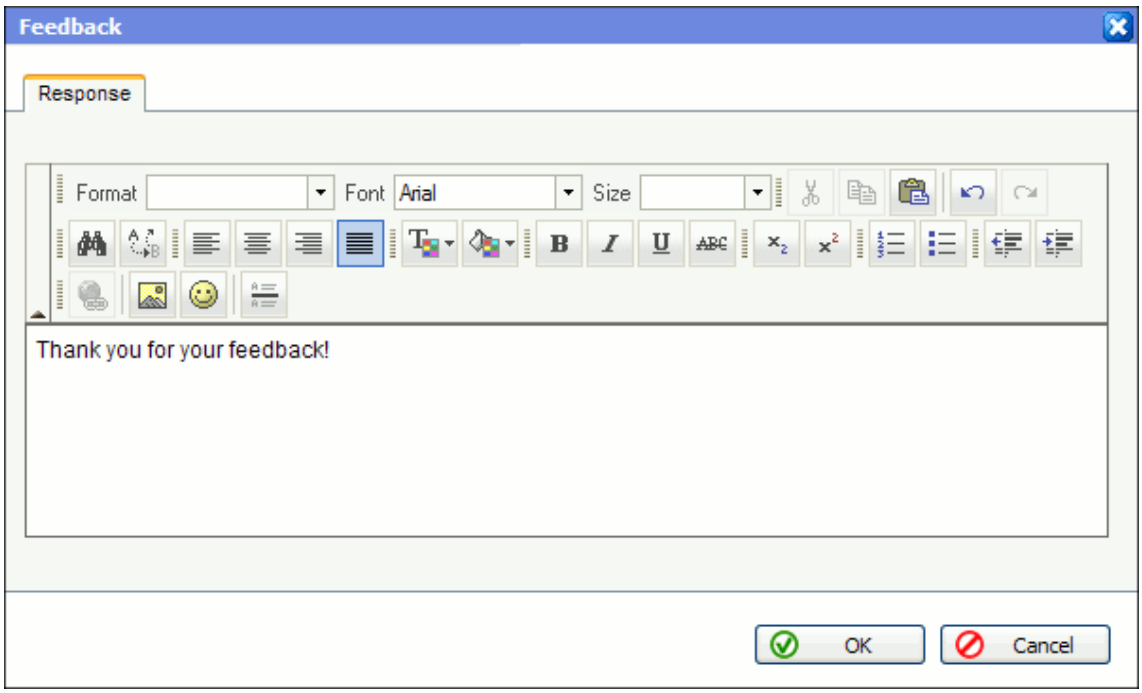

Figure 94: Specifying Text to Be Displayed to Site Visitors after They Submit the Feedback Form

28 Click **OK**.

Adding RSS News Feeds

RSS, which stands for Really Simple Syndication, allows you to automatically load favorite news and information on you site from RSS news feeds (also called "channels"). Many well-known news communities and corporate sites offer news headlines and article summaries in the form of news channels. RSS readers retrieve the recent content from the RSS news feeds and display it on your site. A visitor can preview the recent news content from your site and will be redirected to the news page if they want to read the full story. The news from RSS channels are updated automatically and do not require any interaction from your part.

➢ ***To add RSS news feeds to your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **RSS Reader** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

3 Click **Properties** on the title bar of the **RSS Reader** module.

4 Select a channel to import the news from.

When you roll your mouse over a channel, you can see the channel URL in the field below.

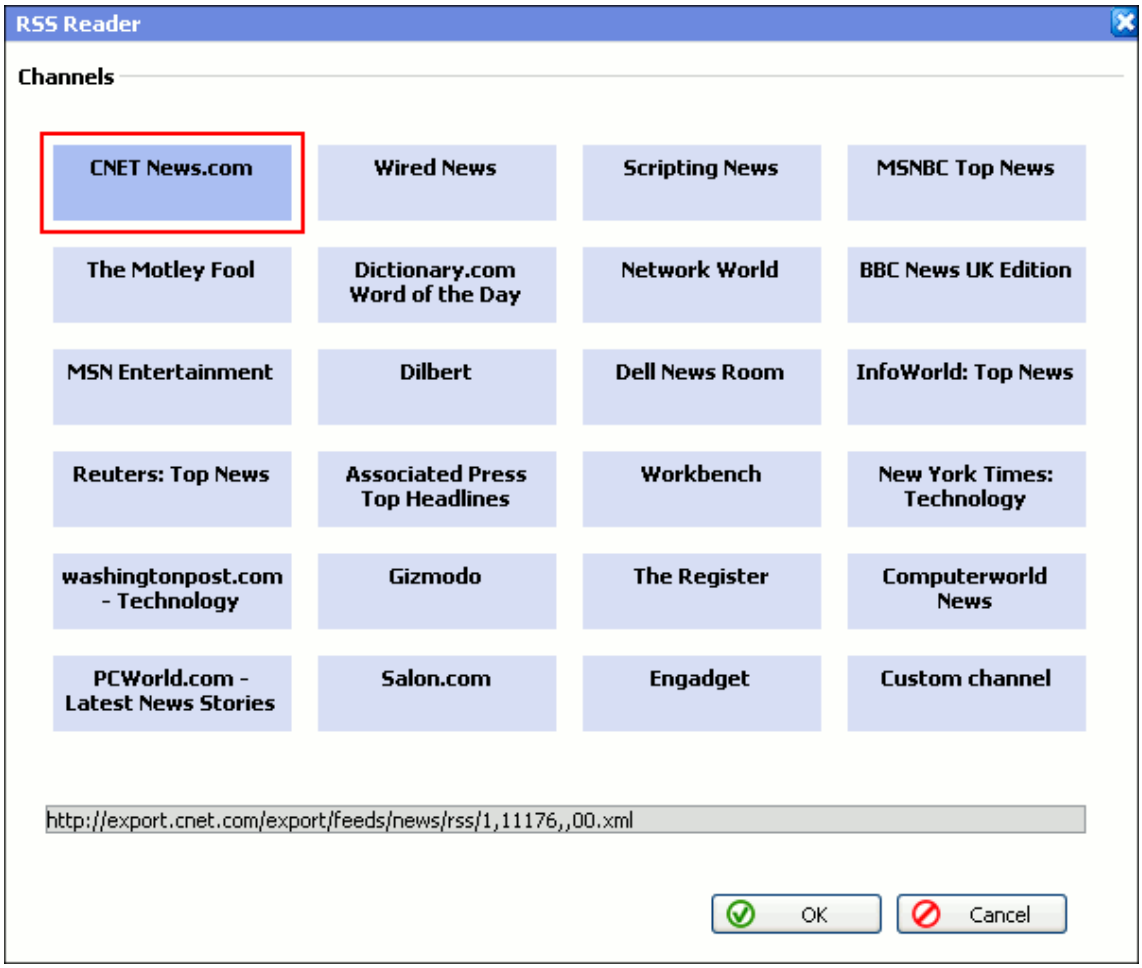

Figure 95: Adding RSS News Feeds

5 If you select the **Custom channel**, enter the channel URL in the field below.

6 Click **OK**.

Inserting Scripts into Your Web Pages

Using the **Script** module you can insert ready code snippets in your web pages. You can use this module to:

- Add functional elements to your site pages, in addition to the existing Plesk Sitebuilder modules. With the help of such elements you can
  - Insert video and audio files from YouTube and other streaming media providers
  - Display time and date
  - Display pop-up messages
  - Set up automatic forwarding to other web pages
  - Set up a variety of visual effects: change of background color, text effects on mouse hover, and more
  - Display system information: the list of available PHP extensions, server settings, and more
  - Participate in banner networks
  - Place interactive elements on the page: games (for example, "Miner"), calculator, entertainment tests

  - and much more
- Incorporate web pages created in other programs into your Plesk Sitebuilder web site.

Plesk Sitebuilder allows you to add any code written in any scripting or other language into the Script module: HTML, DHTML, XML, PHP, ASP, SSI, Perl/CGI, JavaScript, Java applets, and many more. You can find all kinds of third party scripts on popular webmaster's resources available on the Internet.

The scripts will work correctly in case the publishing server is configured accordingly. Study the Readme files for the script you wish to add, and compare the requirements to those of the **Plesk Sitebuilder publishing location** (see page 169). If there are some additional requirements imposed by your scripts, contact your Plesk Sitebuilder provider for assistance.

➢ ***To insert a script into you web page:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Script** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

3 Click **Properties** on the title bar of the **Script** module.

4 In the **Script text** box, replace the default text with the code of your script.

For example, to insert a video clip from YouTube, copy the piece of HTML markup that accompanies the clip and paste it to the Script module editor.

5 Click **OK**.

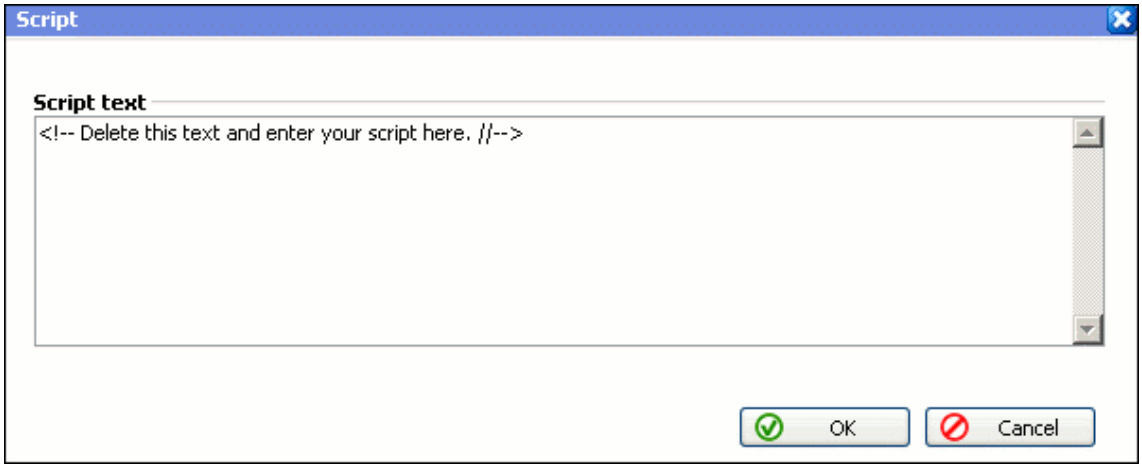

Figure 96: Inserting Scripts into Your Web Pages

To incorporate a web page created in some other program into your Plesk Sitebuilder site, copy the source code of the desired page and paste it into the **Script** module as described above.

Note: 1. Scripts cannot be executed on site preview. To check the script operation, publish the site and proceed to the corresponding page.

2. Some scripts may require that you upload some additional content in your site home directory. If you have no access credentials for the publishing location, or do not have enough permissions for uploading content, contact your hosting provider for assistance.

Conducting Polls and Online Surveys

Online polls and surveys enable you to receive valuable feedback from your site visitors. You can collect votes on different questions and display the results as dynamic graphical charts directly on the page. The Plesk Sitebuilder voting module tracks visitor uniqueness based on the single session principle - which means that a visitor cannot vote several times in one poll within the same user session.

➢ ***To set up voting on your site:***

6 Go to the **Edit** step.

7 In the **Modules** area, click the **Voting** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

8 Click **Properties** on the title bar of the **Voting** module.

9 To provide the question of your survey, type your question in the text field on the **Question** tab.

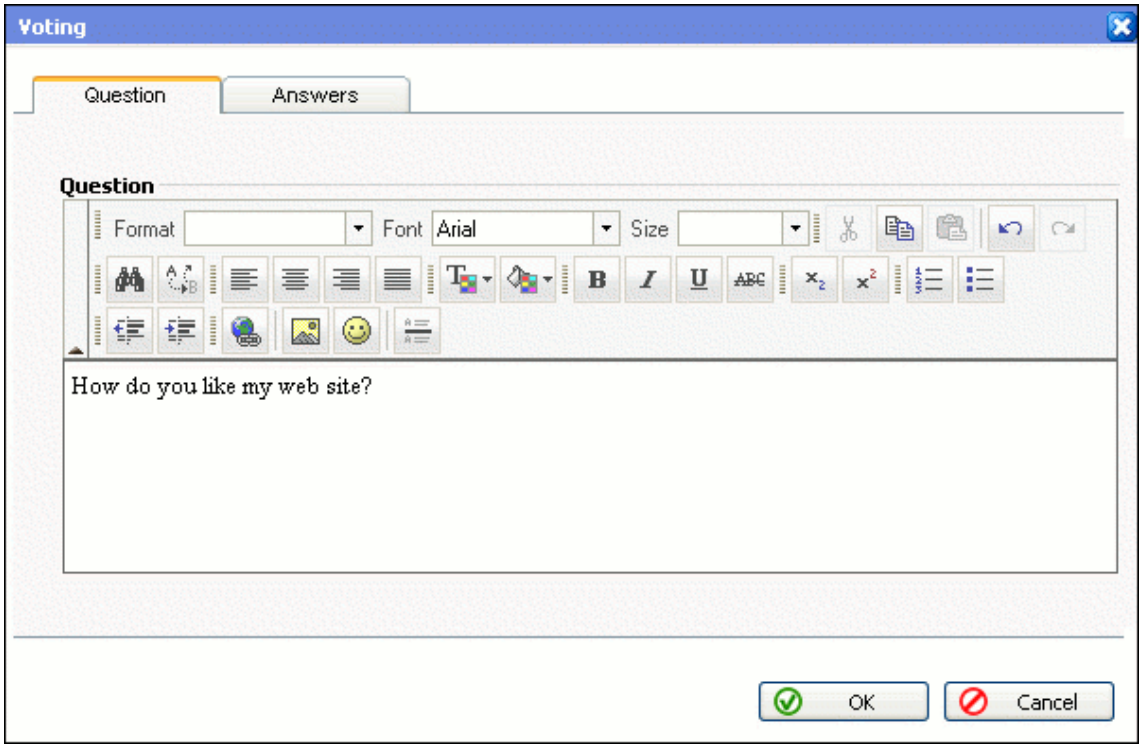

Figure 97: Specifying a Question for Your Poll

10 To arrange the list of available answers, go to the **Answers** tab.

The **Voting** module must contain at least two answers. By default, the module contains two default answers, which you can remove or edit as desired.

11 To edit the text of an existing answer, type the new text in the current answer text field.

12 To add an answer, click **Add New Answer** and enter the text into the newly appeared text field.

The maximum number of answers is unlimited.

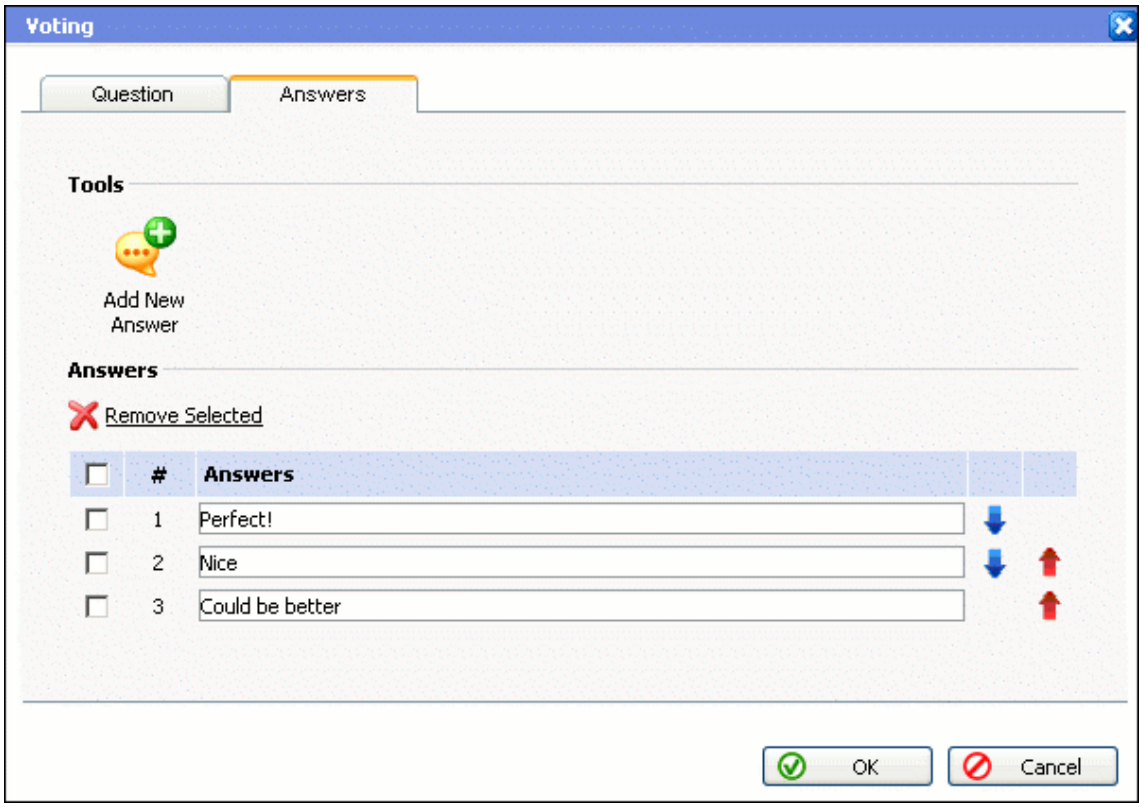

Figure 98: Specifying Answers to Your Poll Question

13 To change the order in which the answers are displayed, use the and arrows.

14 To delete an answer, select it and click **Remove Selected**.

15 Click **OK**.

Adding Online Status Indicator

Online Status Indicator module allows you to place an icon showing your ICQ or Skype status on your site.

➢ ***To add an online status indicator to your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Online Status Indicator** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double click the module title in the **Modules** area.

3 Click **Properties** on the title bar of the module window.

4 Select your instant messenger provider: **ICQ** or **Skype**.

5 If you select **ICQ**:

- Specify your ICQ UIN.
- Select the type of icon to be displayed for your ICQ status.

  The result of your choice is shown in the **Preview** area.
- Click **OK**.

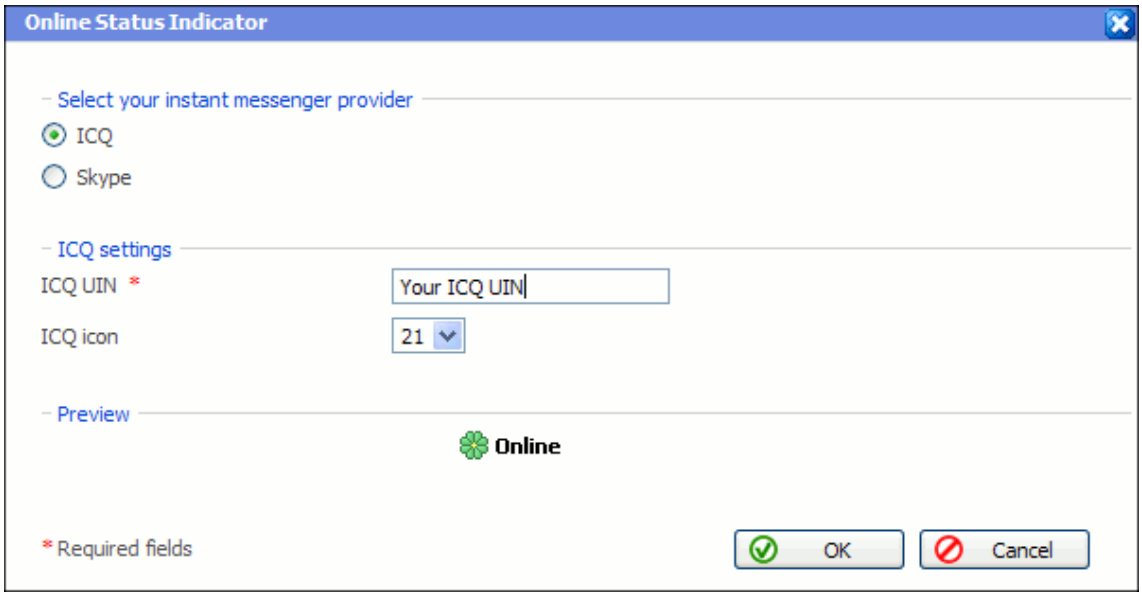

Figure 99: Setting Up Online Status Indicator for Your ICQ Account

6 If you select **Skype**:

- Specify your Skype name.
- Select an icon to be displayed for your Skype status.

  The result of your choice is shown in the **Preview** area.
- If you want site visitors to be able to call you on Skype directly by clicking the status indicator icon, select the **Start Skype call upon clicking the icon** check box.

- Click **OK**.

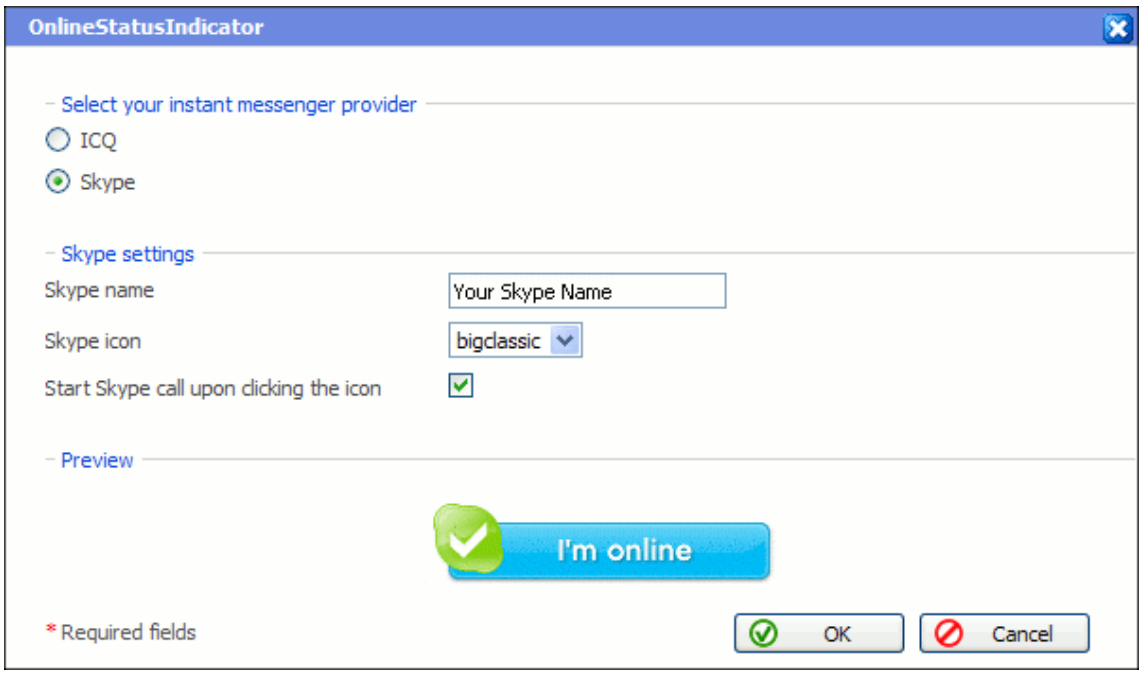

Figure 100: Setting Up Online Status Indicator for Your Skype Account

Adding SitePal Animated Character

With the help of the SitePal module, you can add **SitePal speaking animated characters** (http://www.sitepal.com) to your site, to enrich site visitor experience and increase sales. You can select the preferred character from the SitePal collection, design the character and scene as desired, and attach an audio file with your commercial to it.

You can create SitePal animated scenes in any language, but the editor interface is available in English only.

Note: To ensure correct operation of the module, enable pop-ups for the Plesk Sitebuilder server in your web browser settings. For viewing SitePal characters, Adobe Flash Player 9.0.115 or later is required.

➢ ***To add a SitePal character to your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **SitePal** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double the click the module title in the **Modules** area.

3 To set up a character, click **Properties** on the module title bar.

When you open the SitePal editor for the first time in your Sitebuilder Wizard, you see a pop-up window with a welcome message from SitePal. On this dialog, you will also find general information about SitePal characters (on the **About Sitepal** tab), and a list of available SitePal service packages (on the **Packages** tab).

If you already have a SitePal account, enter your credentials in the fields provided on the welcome screen and log in.

Important: By default, you are using the **Free** package, which allows to create only two scenes, use only two models, does not allow using the text-to-speech feature for creating the scene audio and limits the number of streams (that is, playbacks on the site page) to 150 per month. All sites you create in your Plesk Sitebuilder will use one common SitePal package - therefore please bear in mind that the allowed number of scenes, models and streams per month will be shared between all your sites.

If later you wish to upgrade to one of the premium packages, use one of the following methods:

- Click the **UPGRADE** or **BUY** button above the scene preview window. Such buttons appear each time you try to use a paid model or feature while working with a **Free** package.
- Use the **Upgrade Your Account** button at the bottom of the page. This button appears after you save your first scene.

To proceed, close the window. You can view this information any time later by clicking

About.

Figure 101: SitePal Editor

4 In the SitePal editor, select the model you like on the **Model Gallery** tab.

The default **Free** SitePal package allows you to use only two models, which you can choose among the free models only. Paid models are marked with the $ icon. To filter out free models, select the **Show only the models I own** check box.

If you wish to purchase a model (which requires upgrading to one of the premium packages), click **UPGRADE** or **BUY** above the scene preview window and follow the purchasing instructions on the SitePal web site.

5 On the **Accessories** step, adjust the parameters of the model's exterior.

- On the **Style** tab, choose the hair style, clothes, accessories and other attributes for the model by switching between the attribute thumbnails and selecting the preferred design for each attribute in the work area.
- On the **Color** tab, adjust the color of the model's hair, skin, eyes, make-up and mouth.
- On the **Attributes** tab you can adjust additional exterior parameters and age the model if necessary.

6 On the **Backgrounds** step, choose a background for the scene.

If necessary, upload your own background image by clicking **Upload** on the **Background Gallery** tab. You can view and manage your custom backgrounds on the **My Background** tab.

7 On the **Audios** step, attach the audio file with the character's message.

- To produce the audio for the scene using the text-to-speech feature (typed text transformed into an audio file), click the **TTS** tab.

  Type or paste the text in the text box and choose the language and speaker's voice for this language from the provided boxes. When you select a language, the list of available voices is narrowed down accordingly.

  Note: The text-to-speech feature is not allowed in the default **Free** package. To be able to use the feature, click **UPGRADE** above the scene preview window and follow the package purchasing instructions on the SitePal web site.

- To record a message using a plugged-in microphone, follow the instructions provided on the **Mic** tab.
- To upload the audio file from your computer, follow the instructions provided on the **Upload** tab.
- To have your message recorded by one of professional voices, click the **Voice Talent** tab, click **Pick Your Professional Voice** below and follow the purchasing instructions on the SitePal web site.
- To record a message on the phone, follow the instructions provided on the **Phone** tab.

  You can view, edit or delete the created and uploaded audios on the **Saved** tab. This tab also contains a number of SitePal commercial audios provided as examples.

8 On the **Players** tab, select the style of the SitePal scene window.

9 Click **Save Scene**.

10 Fill in the registration form that opens and click **Register**.

After you register with SitePal, the saved scene appears under the **Scene List** title on the left. Together with it, the default second scene appears, which is proposed as a basis for your new SitePal scene. Your registration details and the **Upgrade Your Account** button appear at the bottom of the SitePal editor screen.

Note: The default **Free** package allows you to create only two scenes. After you exceed this limit, each new scene, when saved, replaces one of the former ones (the earliest one created).

11 Click

Settings in the left part of the screen.

12 In the opened window, configure the basic playback settings for the scene and click **Apply**.

For instructions on configuring these settings, click on icons in each section of the screen.

13 Click **Publish**.

Configure the publishing parameters: the scene dimensions, and the background color against which the progress bar is displayed when the scene is loading. If you wish the scene to be uploaded by the secure HTTPS protocol, select the **Secure Protocol (https)** option.

If you wish the scene to be rendered in browsers with disabled JavaScript (such situations are quite rare, but possible), from the **Publish To** box, select **Web Page (no Javascript)**. Otherwise, leave the default **Standard Web Page** option selected.

To create a new scene, click the default second scene (the one automatically created by SitePal editor) under the **Scene List** title and configure it as described the current procedure.

If you are using the **Free** package, after you create and save two scenes, you can only reuse models from these scenes; choosing new models, even among the free ones, becomes unavailable.

When reusing a model from one of the previously saved scenes, you have the following options:

- To redesign the formerly used model from scratch, select the check box **Show only the models I own** on the **Models** step and select the model you like.
- To reuse the model together with the previously applied design (clothes, hair style, etc.), go to the **Saved Models** tab on the **Models** step and select the model you like.

Adding Site Map

The **Site Map** module allows you to display a clickable hierarchical model of your site structure to visitors.

➢ ***To add a site map to your site:***

1 Go to the **Edit** step.

2 In the **Site map** area, select the page where you wish to place the site map.

3 In the **Modules** area, click the **Site Map** module icon and keeping the left mouse button pressed drag the icon to the desired location on the page.

To insert the module in the beginning of the page, double click the module title in the **Modules** area.

In the module window, you will see the default view of your site map.

4 To configure the site map appearance, click **Properties** on the title bar of the module window.

5 Select the preferred site map layout: **One column** or **Two columns**.

6 Choose **Bullet styles** for first level and second level pages (separately).

The options are:

- None (no bullet)
- Circle (○ an open circle)
- Disc (● a solid circle)
- Square (■ a solid square)

7 Click **OK**.

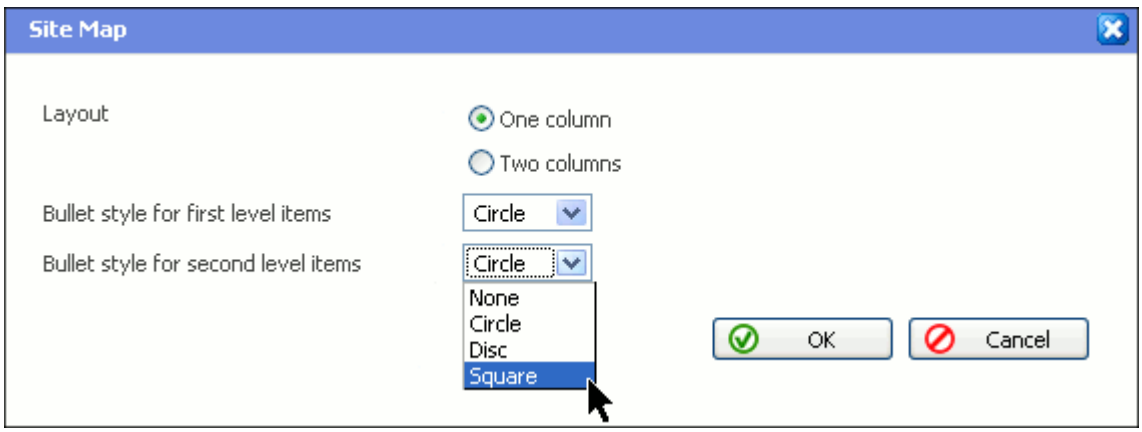

Figure 102: Configuring the Site Map Appearance

CHAPTER 5

Making Your Site Searchable

Searchability is one of the key parts of your site's success. Putting site online is not enough - you should make sure that it can be easily found through search engines like Google. Besides, to get your site indexed and searched effectively, it is important to specify proper keywords and description for the key pages of your site. See the following sections for more details.

In this chapter:

Specifying Keywords to be Used by Search Engines 160
Providing Description to be Displayed in Search Results 161
Submitting Site to Search Engines 161

Specifying Keywords to be Used by Search Engines

Most search engines will use the keywords you choose to properly index your site and determine its relevance to search queries. That is why you should think carefully and pick only those words that best describe the page. Note that it is not necessary to specify keywords for every page, as well as to use too many keywords - three-four words for the most important pages will suffice.

➢ ***To specify keywords for a page:***

1. Go to the **Edit** step.
2. Go to the desired page.
3. In the **Site map** area, type the desired keywords in the **Page keywords** field, separating them with a comma.

Providing Description to be Displayed in Search Results

Description you specify at this step will be displayed below the page title when the page appears as a result of a user's query on a search engine. Therefore, the description should give the main idea of the page so everyone could instantly understand what the page is about.

➢ ***To provide a page with description:***

1 Go to the **Edit** step.

2 Go to the desired page.

3 In the **Site map** area, type the desired text in the **Page description** field.

Submitting Site to Search Engines

With Plesk Sitebuilder, you can submit your site to two search engines: MSN and Google.

➢ ***To submit your site to a search engine:***

1 Click **Go to Admin Panel**.

2 On the left navigation pane, click **Sites**.

3 Click the name of your site.

4 Click **Search Engine Submit**.

5 To submit your site to MSN search engine, click **Submit your site to MSN search engine**.

A new window will open providing you with further instructions.

6 To submit your site to Google search engine, click **Submit your site to Google search engine**.

A new window will open saying that the site has been successfully submitted to the Google search engine.

CHAPTER 6

Tracking Site Popularity

If it is allowed by your service plan, you can enable statistics count on your site and therefore accumulate and analyze the site attendance statistics, which helps to track the popularity of the site. Besides, you can add a counter to your site, so that the total number of site visitors would be displayed for all comers. See the following sections for more details.

In this chapter:

Enabling Statistics Count on Site..... 162
Viewing Site Visitors Statistics..... 163
Adding Visitors Counter to Site Pages..... 163

Enabling Statistics Count on Site

Note that statistics-related options are available only if the **Statistics** module is enabled in your service plan.

➢ ***To enable statistics count on your site:***

1 Click **Go to Admin Panel**.

2 On the left navigation pane, click **Sites**.

3 Click the name of your site.

4 Click **Statistics Settings**.

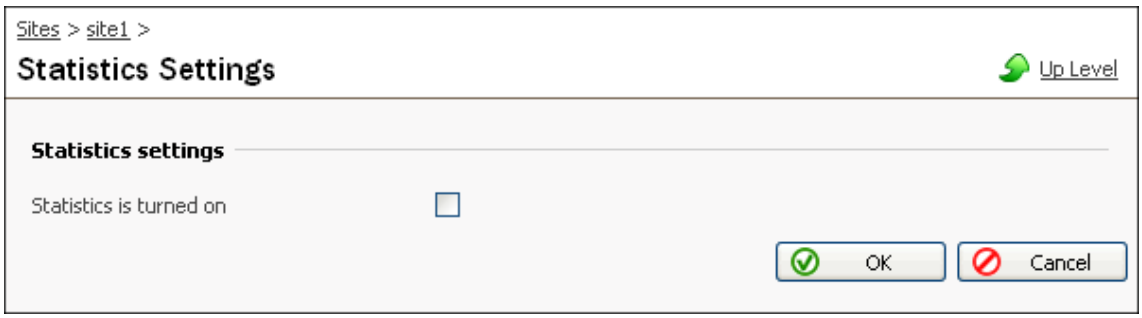

Figure 103: Turning On Statistics Count on a Site

5 Select the **Statistics is turned on** check box.

6 Click **OK**.

Viewing Site Visitors Statistics

➢ ***To view statistics about site attendance:***

1 Click **Go to Admin Panel**.

2 On the left navigation pane, click **Sites**.

3 Click the name of your site.

4 Click **Site Statistics**.

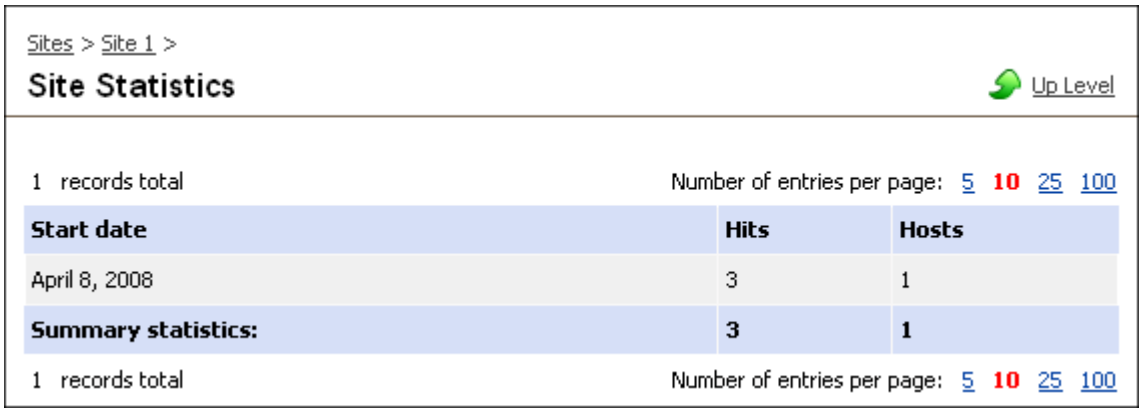

Figure 104: Viewing Site Attendance Statistics

Adding Visitors Counter to Site Pages

➢ ***To add a counter to your site:***

1 Go to the **Pages** step.

2 Select the **Add a counter to every page** check box.

3 In the **Initial value** field, enter a number that will be a starting point for the counter.

4 From the **Counter style** list, select the appearance of the counter.

5 Click **Save Changes**.

CHAPTER 7

Publishing Site

Publishing your site as an anonymous user

If you do not have a Plesk Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you register a regular user account in Plesk Sitebuilder and buy hosting from your Plesk Sitebuilder provider. On the **Publish** step of the Wizard, you will see a summary of your site details which may include the following information:

- The life-time of your trial site, i.e. the period during which it will be stored on the Plesk Sitebuilder server.
- The site preview link: the link to your temporary site as it is displayed to the visitors. You may send this link to your friends, for example.
- The link to your temporary site in editable mode. This link opens your site in the Wizard. You may need this link if you decide to register in Plesk Sitebuilder and upgrade your temporary site to a regular one.
- Any supplementary information considered to be important by your Plesk Sitebuilder provider, for example, instructions on how to obtain a regular user account in Plesk Sitebuilder and buy hosting services.

If you wish to send this information to your e-mail address, enter the address in the field at the bottom of the page and click **Send**.

To open the trial site in your web browser, click **Visit Site**. The site is available during its life-time period, which is determined by your Plesk Sitebuilder administrator.

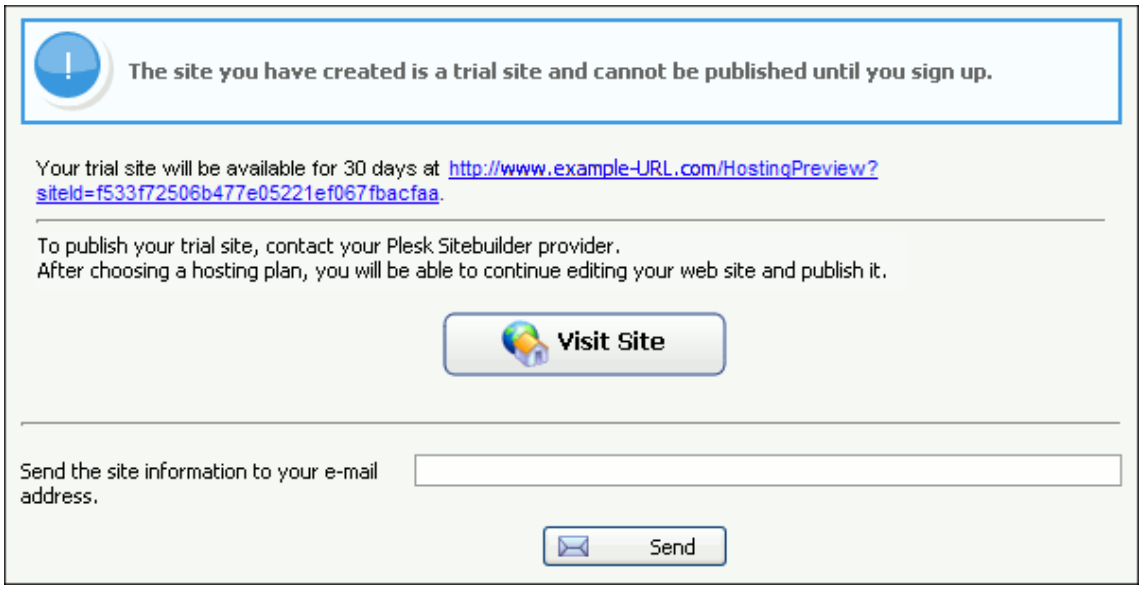

Figure 105: Publish Step Look for Anonymous Users

Publishing your site as a regular Plesk Sitebuilder user

If you are a registered Plesk Sitebuilder user, follow the guidelines below to publish or publish your site.

➢ ***To publish your site:***

1 Go to the **Publish** step.

2 If your Plesk Sitebuilder administrator has already specified the publishing settings for your site (or you have done it yourself in your Administrator Panel), just click **Publish**. If publishing settings are not specified, perform steps 3-8.

If you see a message telling that the publishing settings are not configured, contact your Plesk Sitebuilder administrator for assistance.

If you see an error message after clicking **Publish**, contact your Plesk Sitebuilder administrator, or follow the link to the publishing details screen (if provided) to know the reason of the failure.

3 In the **Edit publishing settings** section, select a publishing mode (the list of available publishing modes is configured by your Plesk Sitebuilder provider):

- **FTP** - publishing site to an FTP server.
- **VPS** - publishing site to a Virtuozzo Container.
- **XCOPY** - publishing site using the XCOPY technology.

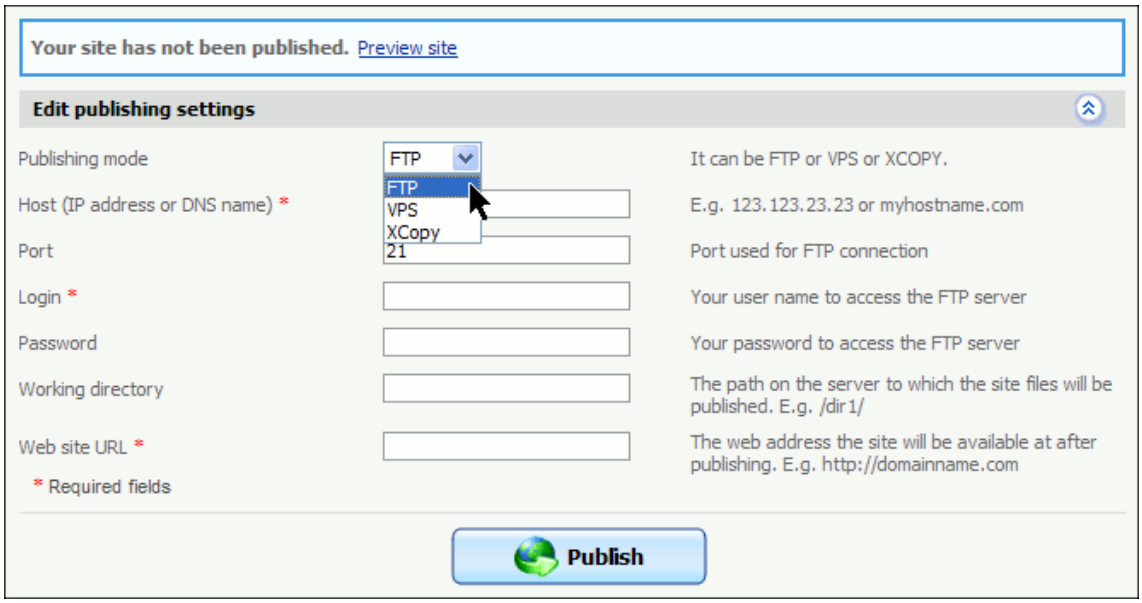

Figure 106: Selecting Publishing Mode

Note: 1. VPS publishing mode is used for publishing to servers running Parallels Business Automation, Standard.

2. We recommend using XCOPY technology for publishing on local Plesk Sitebuilder host only, as this method is insecure and requires writing permissions on the specified publishing location.

Plesk Sitebuilder administrator can prohibit users from editing publishing settings. In that case publishing settings will be displayed to you in read-only mode.

4 If you select **FTP** publishing mode:

- In the **Host** field, specify the host to which you want to publish the site.
  - If the maximum number of hosts allowed by your license is limited, select a host from the list. The list of available hosts is configured by your Plesk Sitebuilder administrator.
  - If the number of hosts allowed by your plan is **Unlimited**, you can specify the IP address or DNS name of any FTP server you have at your disposal (make sure that the server meets the **requirements** (see page 169)).
- In the **Port** field, specify the port for connecting to the FTP server. By default, 21 is set.
- In the **Login** and **Password** fields, provide your FTP server access credentials.
- In the **Working directory** field, specify the directory on the server where the site content will be stored after publication.
- In the **Web site URL** field, enter the web address where the site will be available after publishing.

Note: Make sure that the **Web site URL** and the **Working directory** settings point to the same publishing location. For example, to publish site with URL http://test.url.com/myfolder, specify the working directory myfolder.

5 If you select **VPS** publishing mode:

- In the **Host** field, enter the IP address or domain name of the Parallels Virtuozzo Service Container to be used for publishing.
- In the **Container ID** field, specify an ID number of the target Virtuozzo Container on the physical server.
- In the **User** field, enter the name of the Apache user on the Plesk Sitebuilder machine (`apache`, `www-data`, etc.).
- In the **Group** field, specify the name of the Apache group on the Plesk Sitebuilder machine (`apache`, `www-data`, etc.).
- In the **Working directory** field, specify the absolute path on the Virtuozzo Container to the folder where the site content will be stored after publication.
- In the **Web site URL** field, enter the web address where the site will be available after publication.

Note: Using this mode you can publish sites only to servers running Parallels Business Automation, Standard.

6 If you select **XCOPY** publishing mode:

- In the **Working directory** field, enter the name of a directory (with full path) where the files of your site will be stored after publication. For example, `/var/www/yoursite`.
- In the **Web site URL** field, specify the web address where the site will be available after publication.

7 Click **Publish**, or place your mouse cursor in one of the fields and press **ENTER**. The progress bar appears displaying the status of the publishing process.

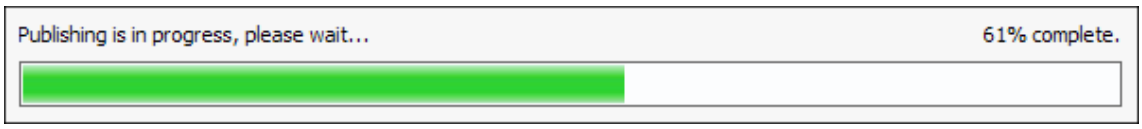

Figure 107: Publishing Progress Indicator

After successful publishing, your site immediately goes live, and its full functionality is available to visitors. You can proceed to your site by clicking **Visit Site**.

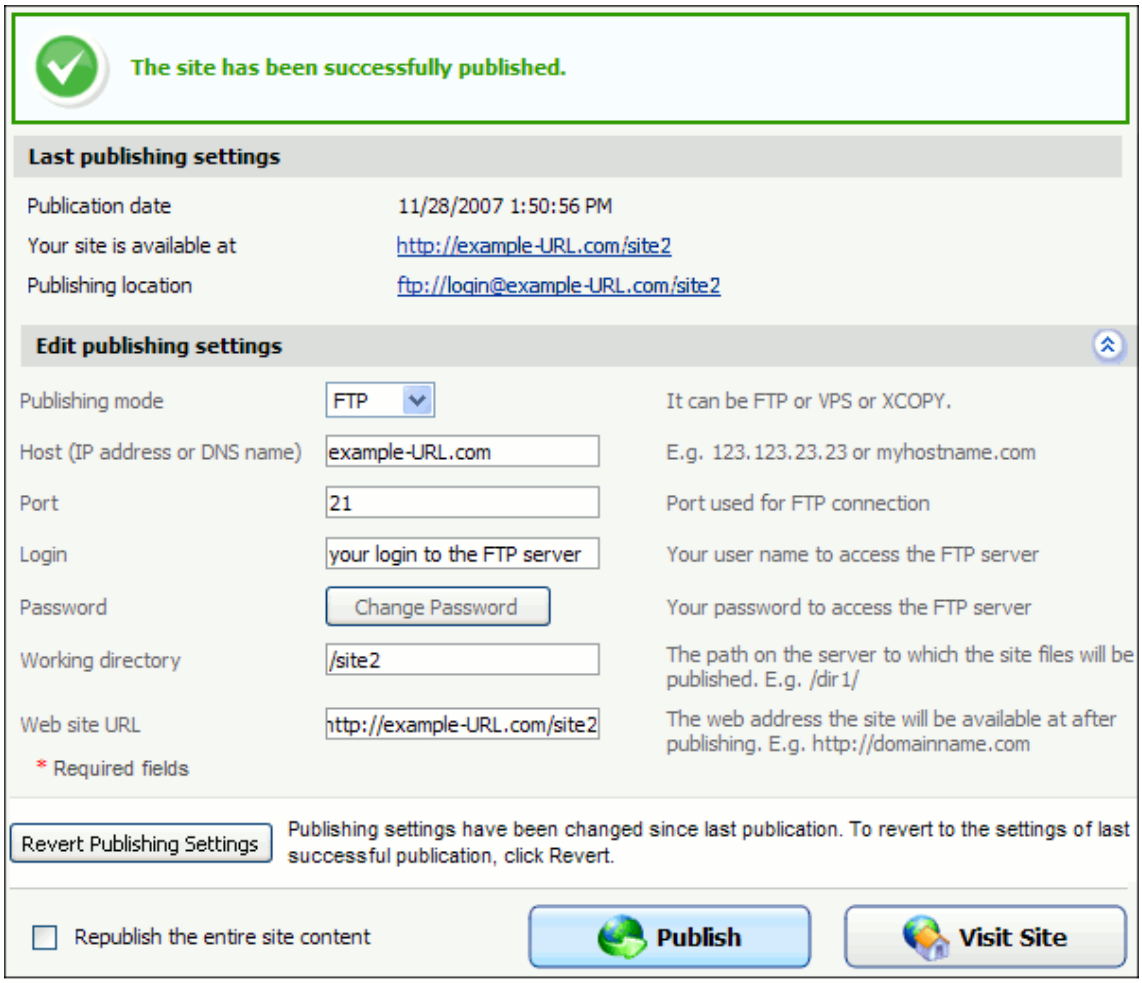

Figure 108: Successful Publishing Notification

Republishing your site

After you apply some changes to your site in Plesk Sitebuilder Wizard, you will need to republish your site.

➢ ***To republish your site:***

1 Go to the **Publish** step.

2 If you wish to preview the changes as they appear on your site, click the **Preview site** link.

3 If necessary, revise the settings in the **Edit publishing settings** section.

Important: If a site contains modules, we do not recommend changing the FTP **Login** for **FTP** publishing mode. Changing your FTP login will change the home directory of the site, and the modules data, which is stored in the former home directory, may be lost. If you have access to your publishing server, you can move your modules data manually from the former home directory (the path on the server will be [Sitebuilder sites directory/Login1/Working directory]) to the new home directory ([Sitebuilder sites directory/Login2/Working directory]). If you have no access to the publishing server, or insufficient permissions for moving files, leave the FTP **Login** field as is, or contact your Sitebuilder administrator for assistance.

If you see a notification that the publishing settings have been changed, you have an option of returning the settings to their previous state. To do so, click **Revert Publishing Settings** at the bottom of the section.

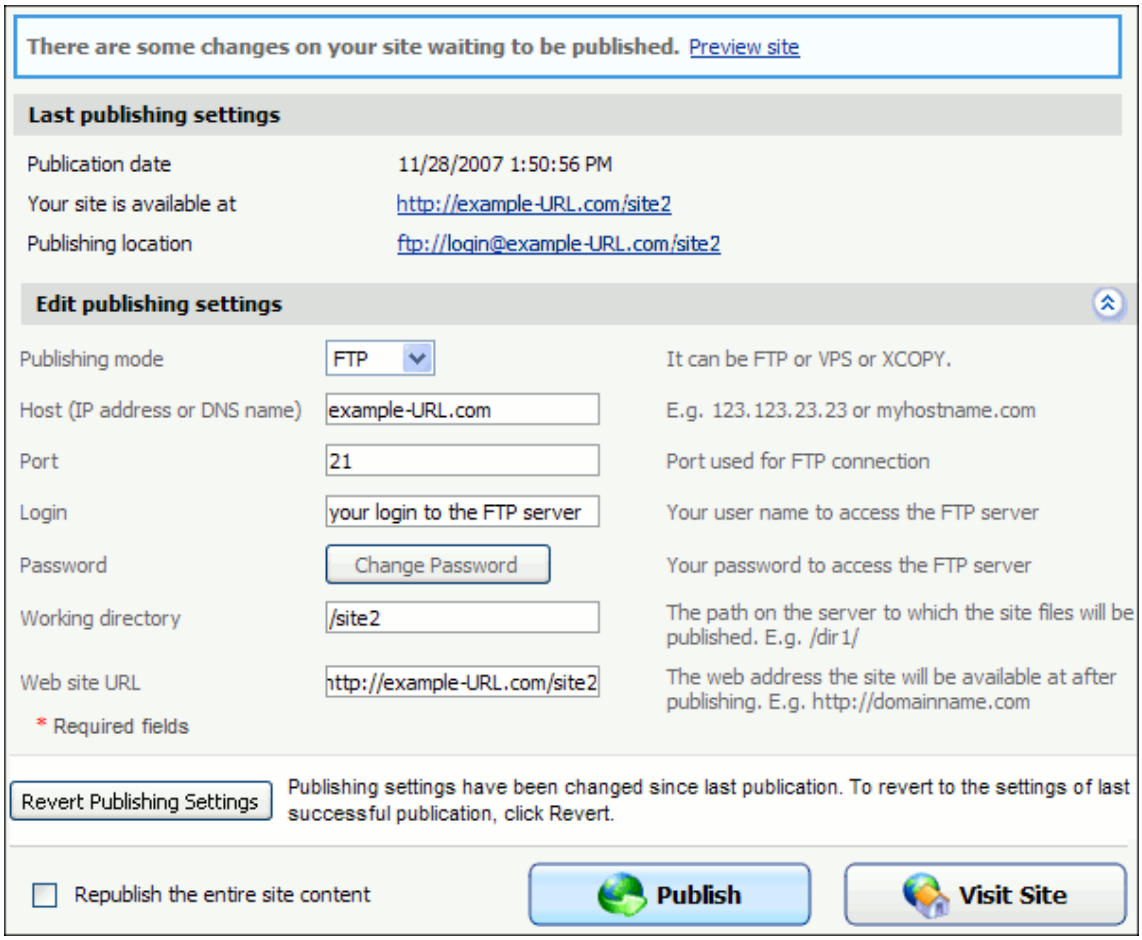

Figure 109: Reverting Publishing Settings to Their Previous State

If you do not wish to display the **Edit publishing settings** section again, click the icon to close the section. The next time you access the **Publish** screen for this site, the section is not displayed.

4 To apply changes to the site without republishing the whole site, leave the **Republish the entire site content** option unselected.

Select this option, if you wish to recover your site in case it has been destroyed or damaged at the publishing location.

5 Click **Publish**, or place your mouse cursor in one of the fields and press **ENTER**.

In this chapter:

Requirements to Host 169

Requirements to Host

The requirements imposed upon a publishing server depend on the type of sites to be published on this server: static or dynamic.

In Plesk Sitebuilder, a static site is a site which contains only static HTML pages created with the help of WYSIWYG editor, and does not contain modules - except for the Script and Flash Intro modules. There are no special requirements to a host used for static sites publishing.

A dynamic site is a site with dynamic pages: a site containing at least one module (except for the mentioned Script and Flash Intro).

To guarantee correct operation of dynamic sites, make sure that the publishing location meets the following requirements:

- PHP version 4.3.9 or later is installed on the publishing server.
- PHP supports:
  - The ionCube PHP Loader 3.1.15 or later
  - DOM XML with XSLT support or PHP XSLT extension (Sablotron)
  - Multibyte string functions (`mbstring` extension)
  - Zlib compression functions (`zlib` extension)
  - Session handling functions support (session extension)
  - SQLite 2.x with UTF-8 encoding support
  - GD library 2.0.1 or later
- In `php.ini` the following directives are installed:
  - `default_charset = "UTF-8"`

Note: Make sure that all extensions you have installed are listed in the extensions directory and in the `php.ini` file. If PHP is installed as an Apache module, restart Apache after applying the changes.

CHAPTER 8

Appendix. Most Common Google Base Attributes

Below you will find a list of some Google Base attributes you might find useful for indexing your online store product options.

Item Type	Attribute	Description	Example
General	g:brand	The brand name of the product	*Dell*, *Sony*
Apparel	g:department	The store department that the product falls under	*men's*
	g:made_in	The location where the product was made	Format: ISO 3166 country code. *US*
	g:material	The material the product is made out of	*leather*
	g:size	The size of an item	*S*, *XXL*, *small*, *medium*
	g:style	The style of the product	*casual*
Shoes	g:heel_height	The height of the heel of the shoe	*1.5 inches*
	g:width	The width of a shoe	*wide*, *narrow*, *regular*
Books and music	g:author	The author of the information	*John Steinbeck*
	g:genre	The genre of the product	*Rock and Roll*
	g:artist	The artist or designer that created the work	*Michael Jackson*
Consumer products and electronics	g:functions	Functions and features of the product	*photo capacity*
	g:height	The height of a product	*36 inches*
	g:length	The length of a product	*36 inches*
	g:width	The width of a product	*36 inches*
	g:tech_spec_link	The URL of technical specifications of the product, if available. This should not forward to another URL; it must point directly to the target page. The domain name may not be an IP address.	http://www.example.com/product1techspec.html
	g:wireless_interface	Wireless interface that the cell phone uses	*Bluetooth*
	g:battery_life	The average life of the battery, if the computer is a laptop, in hours	Numbers only. *6*
	g:capacity	For electronic devices, the amount of memory included in a product. For appliances, the volume of space within the appliance	*256 MB*

	g:operating_system	The operating system a computer is running	*Linux*
	g:optical_drive	The type of optical drive included with a computer	*DVD-R*
	g:processor_speed	The processor speed for the computer	*1.67 GHz*
	g:screen_size	The diagonal screen size	*37 inches*
	g:weight	The weight of a product	*20 pounds*
	g:focus_type	The type of focus a camera has	*auto*, *manual*, *fix*
	g:megapixels	The resolution of a digital imaging device	*6 MP*
	g:zoom	The maximum amount a camera can zoom	*10x*
	g:display_type	The type of display on the television or monitor	*LCD*
	g:color_output	Information about whether or not the printer is a color printer	Acceptable values are: *false*, or *true*
	g:load_type	The type of loading for a washer	*top*, *front*, etc.
	g:platform	The platform the game is on	*Nintendo Wii*
Toys	g:age_range	The suggested age range for the toy	*10-14*
Vehicles	g:condition	The condition of the vehicle.	*new*, *used*, *refurbished*
	g:make	The vehicle manufacturer.	*Honda*
	g:mileage	The current mileage of the vehicle.	*17000*
	g:model	The vehicle model.	*Camry*
	g:price_type	The type of pricing for the vehicle.	Acceptable values are: *negotiable* or *starting*.
	g:title	The name or title of the vehicle.	*2003 Honda Civic LX*
	g:vehicle_type	The type of vehicle.	*car*, *motorcycle*, *scooter*
	g:vin	Vehicle Identification Number.	*1M8GDM9AXKP042788*
	g:year	The model year or year built.	*2003*

The full list of Google Base attributes sorted by category is available **here** (http://base.google.com/base/products.html), under the **Required Attributes** title.